



Stockbridge Area Wellness Coalition

2014-2015 Proposal to the Chelsea-Area Wellness Foundation

The Stockbridge Area Wellness Coalition is a group of dedicated volunteers from the Stockbridge and surrounding communities who are committed to bringing needed wellness services to all residents. This annual plan outlines its recommendations to create a culture of wellness and foster sustainable improvements in community health.

Stockbridge Area Wellness Coalition

Year 3 Plan for 2014-2015

May 1, 2014

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*Invitations and Appreciation from the
Stockbridge Area Wellness Coalition Board of Directors*

We Invite You to join us at the Farmers Market on Fridays-May through October; the picnic at Unadilla Park on June 19th, the Community Read events in September-October, the Stockbridge Wellness Center with expanded hours to meet your busy schedule; and anytime you wish to use the revitalized community pathways with new trail maps, they are open.

We are Proud of the outreach initiatives to distribute backpacks filled with nutritious foods to families in the area; and wellness prescriptions to individuals with medical needs.

We appreciate the residents and volunteers of the Stockbridge area communities. Your insight, participation and energy have helped us to create a robust roster of wellness initiatives for our Year 3 plan of operation.

Thank you to the Chelsea-area Wellness Foundation and the other 5H communities for your continued support and leadership, as we work together to foster a culture of health and wellness in our communities.

Overview – Executive Summary

What do the Stockbridge Stompers and the Stockbridge Area Wellness Coalition (SAWC) have in common? They agree on one important thing – that optimal wellness not only includes physical and social activities, but as you travel your personal wellness path, it is also essential to seek an element of FUN! In the quest for fun, the Stockbridge Area Wellness Coalition took strides this past year to open its meetings up to a broader audience, invite guest speakers, schedule interesting demonstrations and presentations, and have fun. In doing so, they attracted three new board members, and new community participants into the important wellness dialogue.



In 2013, the SAWC's Board structure improved decision making, and the coalition voted unanimously to support the 10 proposed interventions for Year 3. Of those, three interventions are new, and seven continuing interventions have been built on the foundation established in year 1 will expand.

The Coalition maintained its four focus group sub-committees, and each is bringing the following thoughtful recommendations forward:

- **Move More** proposes enhancements to the Baseball Fields, Trail maintenance, Designs for the Lakeland Trails/Veteran's Park, and Prescriptions for Wellness
- **Eat Better** proposes a continuation of the Tide Me Over program, Open Air Market and Community Greenhouse initiatives
- **Connect With Others** proposes that this year's Community Read tie in with this same "connect with others" theme, as well as a new and innovative intervention bringing counseling support services closer to home to teens and adults in need
- **Avoid Unhealthy Substances** proposes an expansion of the SRSly program for youth

Together, the Board of Directors and the SAWC volunteers, the Stockbridge Wellness Center, the 5H partners, and the Stockbridge area communities continue its mission to foster a culture of wellness for all of its residents.

Coalition Roles, Responsibilities and Processes

Stockbridge is unique among the 5H towns. Our school district includes not only Stockbridge, but also Munith, Unadilla Township and Gregory – bordering 4 counties and multiple township governing bodies. For our wellness programs, this makes outreach and communication more fragmented, and coordination more challenging. But this challenge also is one of our driving forces to bring programming to a more local level. Often, gaps in services require residents to travel many miles to find resources. Bringing resources closer to home makes participation easier and increases our chances to foster a culture of wellness locally among all residents.

Two examples of “local access and control” are the Stockbridge Wellness Center, and our new Counseling/Support Group Intervention that would offer mental health resources to teens and adults in need. Local visibility and local presence is a key element of success, especially in the area of behavior change, to break down the barriers for participation. If an individual must travel 45 minutes to access services, it may decrease motivation for follow-through and ultimate success.

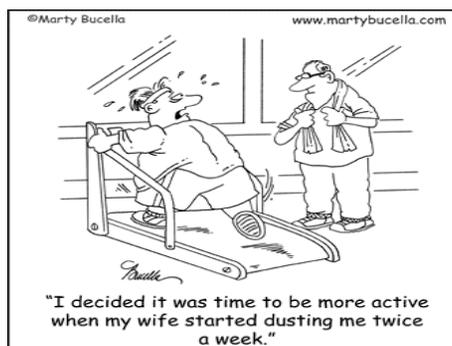
Moving to a Steering Committee with a Board of Directors proved to be valuable for the Stockbridge Wellness Coalition last year. Before each Coalition meeting, the Board met to review priorities and make decisions about programming. Many of the recommendations and decisions made by the Board are also put to a vote with the larger Coalition, making communication more open and programming more seamless. The Coalition Board helps to address the issues related to delivering services to our geographically fragmented population, and in the end will hopefully tighten our circle in responding to real community needs.

“A culture of wellness offers plentiful options and friendly encouragement for creating a full and happy life. In this culture, we wish to become more active physically and socially. For people who wish to modify healthy habits, they can seek out avenues for better nutrition, more energy and a more positive outlook. It’s great to see this developing in the Stockbridge area communities, and I look forward to seeing more and more people participating as our culture of wellness gains a stronger foothold here.”

Paul Crandall, Head Librarian, Stockbridge Branch Library and Intervention Leader for the Community Read

Lessons Learned from Year 2

Lesson 1: The Stockbridge Area Wellness Coalition believes that FUN is an important part of high level wellness, and it contributes to our ability to connect with people in a positive way. That is why we have expanded our Coalition meetings to be decision-making venues as well as opportunities for collaboration, information, and all around fun. Our meetings include potluck meals, square dancing demonstrations, pickle ball competitions, BBQ, and presentations from personal trainers who educate us on walking, running, and the importance of good shoes. All of these sponsored topics have been part of our meeting agenda in 2013-14, and we intend to continue that practice into year 3. We believe that combining the practice of wellness with fun outreach initiatives is our best chance to nurture a culture of wellness in the Stockbridge area communities and involve more stakeholders in the process of reaching our goals.



Lesson 2: Achieving high level wellness takes into consideration one's overall health risks, some of which can be modified, and some that are inherited. High level wellness expands on our current medical and health beliefs and touches upon the personal habits and choices that we make on a daily basis. According to many well published models of practice, wellness builds upon the foundations of physical, emotional, social and spiritual dimensions in our lives, and can even include concepts of environmental, intellectual and financial wellbeing. The lesson learned for the SAWC is that while health choices are personal, wellness offerings can be focused on both the individual and many target groups community-wide. We can offer both individual and group programs in our community – services like support groups, exercise prescription referrals and Tide Me Over donations to individuals

and families in need; and improvements to our parks and trails, Community Read, and teen events to educate about health risks and personal choices. All of these activities make an important contribution to increasing awareness, changing attitudes and ultimately improving health behaviors, because each individual begins their wellness journey at a different place on the wellness continuum.

Lesson 3: “If You Build It They Will Come.” For the Stockbridge Wellness Center, this was the reality. As demonstrated in our community success story on the next page, the popularity of and demand for the Stockbridge Wellness Center was under-estimated. Registrations in year 1 and year 2 exceeded our expectations, and membership has continued to grow. The same story can be said about our playground, and our Aquaponic Garden program. “If you build it, they will come” continues to be a theme and a request for local programs and services that make participation easier for all residents.

“Without the Stockbridge Area Wellness Coalition’s dedication in supporting a community of wellness, Unadilla Township’s Community Park playscape would not have been accomplished.

Now, for the first time, our young kids have a local place to safely play and get some exercise while having fun!”

- Lori Cowan, Unadilla Township Trustee and member of the Unadilla Twp. Parks and Recreation Committee

Progress and Outcomes from Year 1 and Year 2 – Success Stories

Our featured success stories include the Stockbridge Wellness Center, a wonderful example of meeting a community need locally; and the Unadilla Playground and Playscape, designed with family fitness and fun in mind.

The Unadilla Playground

Take notice of Unadilla Park. Last fall a new playscape was added to the park. Over the past couple years many changes have been made to this park transforming it into a “Physical Fitness Park” for all ages. The track around the perimeter provides a walking opportunity for parents and grandparents to get their 10,000 steps a day while children use the playground equipment.

On June 19th, the Stockbridge-area Wellness Coalition will have a celebration picnic at this park. Come join the celebration!



The Stockbridge Area Wellness Center represents a success for our community. Soon after identifying a local need, space was leased and equipment was donated to create the first local fitness center for all residents of the Stockbridge area communities. Membership exceeded our projections in year 1, and now as we move into year 3, we are hopeful that new members will join and current members will continue to use this facility regularly.

**If You Build It,
They Will Come:**
The Story of the Stockbridge-area Wellness Center



**One Empty
Storefront**



**Used Fitness
Equipment**



Volunteers



Community Physical Activity Opportunity

Resources, Needs and Gaps addressed by the Coalition

Process for Prioritizing Year 3 Objectives – The four focus area subcommittees represent a structure that works for the Stockbridge Wellness coalition. Each sub-group meets and determines the vision and the priorities for its area of focus. This year, we believe that our interventions are balanced among all four focus areas, and that our goals to reach new populations with new needed services are attainable.

Table 1: Budget Summary by Focus Area - 10 Recommended Interventions for Year 3

Focus Area/Sub Group	Intervention/Oversight Organization	Intervention Allocation	Focus Area Allocation
Move More	Baseball Field Improvements	\$10,700	\$24,385
	Community Pathways Trail Maintenance/Improvement	\$ 2,685	
	Lakeland Trail Small Town Design Initiative	\$ 6,000	
	SWC Extended Hour Supplement	\$ 5,000	
Eat Better	Community Greenhouse& Sustainable Agriculture	\$15,000	\$26,121
	Open Air Market	\$ 5,961	
	Tide Me Over	\$ 5,160	
Connecting With Others	Counseling and Support Groups Program	\$21,000	\$25,225
	5H Community Read	\$ 4,225	
Avoid Unhealthy Substances	SRSLY	\$24,268	\$24,268

Update on Program Sustainability – Sustainability is a difficult goal for SAWC, and we need to focus our attention on ways to improve our chances for alternate funding and support in the future. As a group of small, rural communities, our funding and sponsorship base is limited. Competition for needed resources is stiff, and a compelling argument for supporting wellness services can be enhanced if we can demonstrate that our program initiatives are achieving our goals. Next year, as we evaluate updated PAC and MIPHY data, we will have more formal discussions around these issues and hopefully we can demonstrate that our program initiatives are moving us toward our stated goals.

Our internal capacity for program sustainability continues to be strengthened by these types of partnerships:

- Program Revenues from Participant Fees – participant fees and donations
- Alternative Grants or Foundations – Stockbridge Area Education Foundation (SAEF), Square One Foundation, Possible sources of funding include the DFC Mentoring Grant (1:1 matching funds), Capital Area Science and Math Center, Legacy Land Conservancy, private foundations
- Local Business, Corporate or Civic Club Sponsorships – partnerships with National Recreation Systems, M-52 Landscape, Clery Fence, Gee Farms, AquaGrowers, Lowe’s Home Improvement, Ransom’s Food Center, Farmer’s State Bank, PNC Bank, Crossroads Community Church, Chelsea Community Hospital Behavioral Outpatient Clinic, Family Medicine of Stockbridge, Capital Area District Library/Stockbridge Branch, Sun Times, Tracy Graphics, Dobos Family Dental, Positively Chiropractic, Cravingz Coffeehouse
- Volunteer Run Support – parent volunteers, community school support in classrooms, area skilled trade-people, local organic and traditional farms, coaches from Community Education
- Public, Local, State and Federal Grants – Stockbridge DDA/Downtown Development Authority, Ingham County, Michigan DNR, Townships of Unadilla, Henrietta, Waterloo, Stockbridge; Stockbridge Community Outreach, Stockbridge Community Education
- Business Ventures through Fundraising and Marketing – coordinated marketing and advertising

10 Interventions for 2014-2015

Table 2: The Stockbridge Area Wellness Coalition unanimously approved the following 10 interventions for 2014-2015

Intervention Summary
MM-1 Baseball Field Improvements – The Stockbridge Community Schools proposes to refurbish a dormant baseball field located on school property in Unadilla Township for use by youth baseball and adult softball teams and leagues. <i>Funding Request: \$10,700</i>
MM-2 Community Pathways Trail Maintenance and Improvement – Stockbridge Community Schools seeks funding to maintain a series of trails behind the Stockbridge Middle and High Schools, improve and install a driveway and increase access to the site. <i>Funding Request: \$2,685.00</i>
MM-3 Lakeland Trails Small Town Design Initiative – In partnership with Michigan State University’s Small Town Design Initiative, we will review Veterans Park and the portion of the Lakeland Trail that runs through Munith, Stockbridge and Unadilla. Three public meetings will be scheduled to engage Stockbridge residents and create awareness of parks and recreation space in our community. <i>Funding Request: \$6,000.00</i>
MM-4 SWC Extended Hour Supplement – Current funds for extended Stockbridge Wellness Hours will run out in late June. In order to help continue extended hours, we request \$5,000 of 5H funding. <i>Funding Request: \$5,000.00</i>
EB-1 Community Greenhouse and Sustainable Agriculture – Building on our success, this intervention is a continuation of the Aquaponics Vegetable Garden which was funded in Years 1 and 2. The Stockbridge Community Schools will construct a greenhouse to include four types of gardening systems. Students will learn how to grow their own food and create lifetime skills. The greenhouse will also be made available to the residents community-wide. <i>Funding Request: \$ 15,000.00</i>
EB-2 Open Air Market – The Market Board of Directors oversees the operations of the Market May through October as it moves into its 4 th year of operation. This intervention provides locally produced and minimally processed food to increase access to fresh and affordable produce. <i>Funding Request: \$5,961.00</i>
EB-3 Tide Me Over – Weekly backpacks are filled with basic food supplies – to be sent home with eligible 3 rd grade students to help fill the food gap on the weekends and over the holidays. This is a collaborative program with Stockbridge Community Outreach, Stockbridge Community Schools and Farmers State Bank. <i>Funding Request: \$5,160.00</i>
CWO-1 Counseling and Support Groups – Subsidized counseling services housed at the Family Medicine Clinic of Stockbridge will improve outreach and education about how mental and emotional health fits into the overall framework of personal wellness. With support from Chelsea Community Hospital, individuals will meet one-on-one and also in small groups regarding issues related to stress, grief, bullying, family dynamics and related issues . <i>Funding Request: \$21,000.00</i>
CWO-2 The 5H Community Read - Oversight by Friends of the Stockbridge Branch Library; Now in its 3rd year, Community Read generates awareness of health by promoting discussions and fostering exchange of ideas around a theme and specific book, this year focusing on Connect With Others in Healthy Ways. This activity coordinates with all 5 healthy towns. <i>Funding Request: \$4,225.00</i>
AUS-1 SRSLY - Oversight by Chelsea Community Hospital, SRSLY will continue to implement strategies to prevent substance abuse and other destructive behaviors in youth. <i>Funding Request: \$ 24,268.00</i>

Table 3: Summary of Interventions funded by the CWF for Years 1 and 2, current plans (Year 3) and estimated plans for Year 4

Intervention	Year 1	Year 2	Year 3	Year 4
Baseball Field Improvements			\$10,700.00	
Community Pathway Trail Connector and Maintenance	\$750.00	\$2240.00	\$2685.00	
Lakeland Trails Small Town Design Initiative			\$6000.00	Act on plan
Prescriptions for Wellness		\$4830.00		TBD
Community Greenhouse (an extension of Aquaponic Vegetable Garden intervention)	\$500.00	\$1000.00	\$15,000.00	
Open Air Market	\$4550.00	\$3038.00	\$5961.00	
Tide Me Over	\$1200.00	\$4500.00	\$5160.00	
Counseling and Support Groups			\$21,000.00	TBD
5H Community Read	\$3500.00	\$3000.00	\$4225.00	
SRSLY	\$17,500.00	\$53,515.00	\$24,268.00	
Community Nutrition and Health Education		\$2734.00		Continue w/o funding
Stockbridge Wellness Center	\$212,114.00	\$34,815.00	\$5,000.00	
Community Calendar	\$1000.00			
School Assemblies	\$1100.00			
Healthy Communities Walking Program		\$3000.00		Continue w/o funding
Unadilla Township Community Park		\$1551.00		
Health Expo	\$1600.00			

Appendix 1 – Stockbridge Wellness Coalition Board of Directors

Pastor Brian Johnson, Board Chair

Dr. Tonya Sexton, At-large Board Member, Chair of Avoid Unhealthy Substances Group

Mary Gibson, At-large Board Member, Chair of Eat Better Group

Jo Mayer, Vice Chair of Board, Chair of Move More Group & Making Healthy Connections Group

Molly Howlett, Board Secretary

Andrea Place, At-Large Board Member

Kelly Schmidt, At-Large Board Member

Emily Stewart, At-Large Board Member, SRSLY Stockbridge Coordinator

Susan Lockhart, At-Large Board Member

Appendix 2 – Intervention Plan Matrix

Stockbridge Plan Matrix

Element (List each program under only one element)	Interventions	Indicator/s to impact	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	Total funding request to CWF (for new interventions)
			0 - 18	19 - 35	36 - 65	> 65	< 250	> 250			
Move More	Baseball Fields	Exercise	X	X	X			X	X	X	\$ 10,700
	Trail Maintenance	Exercise	X	X	X	X		X	X	X	\$ 2,685
	STDI-Lakeland Trails	Exercise	X	X	X	X	X		X	X	\$ 6,000
	Extended SWC Hours	Exercise		X	X	X		X	X	X	\$ 5,000
Eat Better	Open Air Market	Fruit/veg consumption	X	X	X	X		X	X	X	\$ 5,961
	Tide Me Over	Healthy nutrition	X				X		X	X	\$ 5,160
	Greenhouse	Fresh Local Produce	X	X	X	X		X	X	X	\$ 15,000
Connect with Others	Community Read	Isolation	X	X	X	X		X	X	X	\$ 4,225
	Counseling & Support Groups	Mental health	X	X	X		X			X	\$ 21,000
Avoid Unhealthy Substances	SRSLY	Teen substance use	X					X	X	X	\$ 24,268
\$ 99,999											



Individual Intervention Table

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

Baseball Field Resurrection/Improvements

- CWF Element* to Impact Move More, Making Healthy Connections
- Fiscal Agent* Stockbridge Community Schools
- Tax I.D. 38-600-1640
- Implementation Contact* Jo Mayer
- Contact phone and email 517-851-8222 ext. 2, mayerj@panthernet.net
- Date Funding Required June 1, 2014, if possible
 - Implementation Date Spring, 2014 (weather dependent)
 - Total Amount Requested from CWF: \$10,700



Individual Intervention Table

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	We are proposing to refurbish a dormant baseball field located on school property in Unadilla Township for use by Community Education baseball teams and adult softball teams. We plan to start work on it as soon as the weather allows this spring in the hopes that it can be used for this year's adult softball season which starts in late June. We have only one field for U10 boys baseball, one field for U12 boys' baseball (this field is shared with JV Softball) and one field U14 boys' baseball (this field is shared with JV baseball). Over the past several years we have had three U10 boys' teams, three U12 boys' teams and two U14 boys' teams, making conflicts over field use inevitable. We have also had 11 adult softball teams and finding space for them to practice has been impossible. We already have one U10/U12 softball field out in Unadilla township on the same property and so building another field that can be adjusted to accommodate U12/U14 baseball and adult softball would help to ease the constraints on practice times and game scheduling. This upgrade has been included in the Unadilla Township Recreation Plan.
Describe your action plan (steps) for implementing the intervention, including timeframe.	<p>March/April, as weather permits: remove sod from infield, spray with weed killer, add diamond dust as needed, level the field, put in pitching mound, put in pegs for moveable bases for U10, U12 & U14 baseball, rip out old backstop.</p> <p>April/May, or as funds are available, contract with fencing company to put in new backstop and fencing in front of team benches; pour concrete pad for bleachers & team benches.</p> <p>May/June, or as funds are available, Order bleachers and benches and screw the benches into place on pre-made concrete pad</p>

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	Jo Mayer will oversee the project. M-52 Landscape Company will be responsible for removing sod and leveling field. Doug Mehrhof will place the pegs in the field. Community Education coaches and volunteers will put the bleachers and benches together and place them on the concrete pads. Stockbridge Community Schools will be responsible for grass mowing and weed-control.
Do those responsible have the capacity* to implement?	Yes, Community Education already maintains 4 fields with volunteer assistance and Stockbridge Schools maintains the two varsity fields.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	No, we wouldn't require the support or resources of the broader coalition.



Individual Intervention Table

What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	The amount of physical activity adults and youth receive.
Primary target population*	9 – 14 year old baseball and softball players and adult softball players.
Number of people impacted annually*	In 2013 we had 363 people registered for 9 –14 youth ball and adult softball.

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	We hope to increase the number of people practicing and playing baseball and softball, in organized teams and for impromptu games. We believe we will be able to accommodate more teams and perhaps hold tournaments. Our adult league wants to play more games and we have been restricted by lack of appropriate field space.
Key Evaluation Data*	We will track the number of games played on the fields, and the number of players per team.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	First we will know we have succeeded in improving access to ball fields when the field has been completed. We will keep track of the numbers of practices and games played on the field by organized teams.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	N/A
With whom will you collaborate? How will you	We will work with Unadilla Township, M-52 Landscape, Clery Fence, Community Education coaches, National Recreation Systems for the benches and bleachers.



Individual Intervention Table

collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	
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Criteria	Descriptions
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	<p>According to 'What Works for Health' from the University of Wisconsin's Population Health Institute, Increasing access to places for physical activity is a Scientifically Supported intervention with a broad population reach. - http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=12&t3=79&id=292</p> <p>What Works for Health claims Increasing green space/parks and some evidence of being a best practice, while providing recreational sports leagues for adults has the backing of expert opinion.</p> <p>http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=12&t3=79&id=303 http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=12&t3=79&id=307</p>
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	Each spring the field will be sprayed and yolk-raked to get rid of weeds and mowed twice weekly in the spring, once weekly in the summer.

Proposed Budget for Baseball Field in Gregory

\$10,700 for reviving a baseball field in Gregory to be used by Community Education teams and the community.

\$3200 for benches & bleachers

\$3500 for fencing

\$4000 for ground preparation



Individual Intervention Table

Volunteer labor made up of past & present Community Education coaches and players to help create concrete pads, install benches and bleachers.



Individual Intervention Table

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

Community Pathways Trail Maintenance & Improvement

- CWF Element* to Impact: Move More and Connect with Others
- Fiscal Agent* Stockbridge Community Schools
- Tax I.D 38-600-1640
- Implementation Contact* Jo Mayer
- Contact phone and email 517-851-8222 ext. 2, mayerj@panthernet.net
- Date Funding Required__August 1, 2014
- Implementation Date___August, 2014
- Total Amount Requested from CWF \$2,685



Individual Intervention Table

Criteria	Descriptions
<p>Please provide a description of the intervention program you are proposing. (what, when, how, where & why)</p>	<p>Several years ago, CWF helped Stockbridge fund several trails around the Stockbridge Middle School and High School areas. This recreation area is well liked and used, but foliage overgrowth is beginning to reduce the path's accessibility and usability</p> <p>SAWC seeks funds to help maintain a series of trails within the Stockbridge community. SAWC proposes contracting with a local landscaper to use a brush hog to cut back the vegetation two times per year. Doing so will make it easier for residents to use this existing resource.</p> <p>The intervention will also install a driveway over a culvert and create a small parking area at the trailhead on Clinton Street across from the high school.</p>
<p>Describe your action plan (steps) for implementing the intervention, including timeframe.</p>	<p>Timeline of activities –</p> <p>Spring 2014: Create site plans for the culvert and parking lot, submit them to the village planning commission for approval and to the Stockbridge Community School Board for approval, as it is on school property.</p> <p>Authorize the first clearing of the trails as soon as funding is secured, post signs about the upcoming work and date. Recruit volunteers to help with clearing brush away from trails.</p> <p>Summer 2014: After appropriate permissions are obtained and funding is secured, work with the School's Maintenance Supervisor and hire an excavating company to install the driveway and gravel parking lot.</p> <p>Fall 2014: Authorize the second clearing of the trails, post signs about the upcoming work and date. Recruit volunteers to help with clearing brush away from trails.</p>



Individual Intervention Table

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	Stockbridge Community Schools will be responsible for handling the contract with the landscaping service and establishment of a driveway and parking area.
Do those responsible have the capacity* to implement?	Yes.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	Members of the trail committee will ask for assistance from the broader coalition on two particular brush/trail clearing days. Yes, we have used volunteers to establish parts of the trails and to do similar clean-ups—removing sticks/limbs, repairing any fencing or signs, over the past year.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	87% of adults are overweight or obese 160 minutes of adult screen time per day Percentage of adults and youth who get 60+ minutes of physical activity per day
Primary target population*	Due to the proximity of the schools to the trail system, the main target are families who want to use the trail system. There is a good mix of older adults, dog walkers, and youth who also utilize the trail system.
Number of people impacted annually*	Over 700 kids and adults. We sponsor monthly walks which average 10 people, the cross country teams use the trails in the fall (about 60 kids) and the track kids use the trails in the spring (about 100 students) and the middle school sponsors an annual run on the trails (about 325 students). We have an annual 5K using the trails which had over 100 people participating in June 2013. Another fall memorial 5K is in the planning stages, and that new group hopes to use the trails as well. Community Education sponsors a spring Couch to 5K which averages about 10 participants and a spring Girls Running Club which averages 20 - 25 kids using the trails as well.



Individual Intervention Table

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	The primary goal is to increase usage of the trail and disc golf systems by making them more accessible and inviting for all ages.
Key Evaluation Data*	We are looking into borrowing a traffic counter from a local police department to place at the entrance to the new parking lot to count cars which cross the newly built culvert driveway. Barring that, we would station a volunteer once per month on different days of the week to get an idea of the use of the parking lot throughout the summer and fall.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	<p>We will survey area MS & HS track and cross country coaches to find out how often they use the trails and whether the maintenance has had an effect on their use.</p> <p>Community Education will keep track of programs it offers which utilize the trails as well.</p> <p>The 2015 HIP survey will be crucial to long term evaluation of physical activity numbers. The 2016 Promoting Active Communities survey will be used to determine improvements to the Community Pathways Trails.</p>
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	Each year we are adding another connecting segment to the trails and adding improvements to make them more accessible and appealing. We produced a beautiful brochure with a map denoting various walks available in our community and many of those walks involve parts of the Community Pathways Trails. We have instituted monthly walks to highlight the walks and encourage use and we plan to make regular appearances at the local Open Air Markets on Friday nights to invite people for an evening walk.
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	



Individual Intervention Table

Criteria	Descriptions
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	According to 'What Works for Health' from the University of Wisconsin's Population Health Institute, Increasing access to places for physical activity is a Scientifically Supported intervention with a broad population reach. - http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=12&t3=79&id=292 What Works for Health claims Increasing green space/parks and some evidence of being a best practice: http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=12&t3=79&id=303
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	With proper maintenance of the pathways, sustainability should be limited to trimming vegetation every few years. Volunteer maintenance will be responsible for the rest of the upkeep, including clean up, minor repairs to signage and fencing and miscellaneous tasks.

Proposed Budget

Trail maintenance behind 1.) Heritage/MS & 2.) HS, twice per year at each location (spring & fall) @\$375 each time = \$1500

Establishing driveway and small dirt parking lot at Clinton Road entrance to the Beckwith Preserve walking trail: \$1185

Total Budget - \$2685



Individual Intervention Table

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

Small Town Design Initiative

- CWF Element* to Impact_Move More and Connect with Others
- Fiscal Agent* Chelsea-Area Wellness Foundation
- Tax I.D 26-3040367
- Implementation Contact* Matt Pegouskie
- Contact phone and email matt@5healthytowns.org
- Date Funding Required__August 1, 2014
- Implementation Date___August, 2014
- Total Amount Requested from CWF _\$6,000



Individual Intervention Table

Criteria	Descriptions
<p>Please provide a description of the intervention program you are proposing. (what, when, how, where & why)</p>	<p>SAWC seeks to contract with Michigan State University's Small Town Design Initiative to examine improvements to Veterans Park and the portion of the Lakeland Trail that runs through Munith, Stockbridge and Unadilla. There is also discussion with STDI and the Stockbridge Downtown Development Authority to examine beautification of downtown Stockbridge.</p> <p>STDI has conducted its program in over 100 communities within Michigan, including Grass Lake. The program consists of three public meetings where community members and MSU staff and students work towards producing a vision of their town that can result in greater use of parks and recreation spaces.</p> <p>The recommendations provided by STDI can help guide development of future Comprehensive Wellness Plans and assist SAWC and associated organizations to seek future grant funding from outside organizations.</p> <p>A side benefit of STDI is to engage Stockbridge area residents. Successful meetings require the input of many different individuals, including those who are not a part of the coalition. We hope to create more awareness of our organization and draw some new members into the fold.</p>
<p>Describe your action plan (steps) for implementing the intervention, including timeframe.</p>	<p>Timeline of activities –</p> <p>July/August 2014 – Complete contract with Michigan State University that defines the scope of work and objectives</p> <p>September/October 2014 – First public input meeting</p> <p>November 2014/January 2015 – Second public input meeting</p> <p>February/March 2015 – Third and final public meeting.</p>



Criteria	Individual Intervention Table Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	<p>Warren Rauhe is the Director of the Small Towns Design Initiative and he is responsible for execution of the meeting and oversight of plan development.</p> <p>SAWC is responsible for scheduling meeting times and publicizing them to the Stockbridge community.</p>
Do those responsible have the capacity* to implement?	Yes, Rauhe has conducted STDI in more than 100 communities within Michigan.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	The only support required for this intervention is a location to house the meetings. SAWC will work with Stockbridge Community Schools, the Stockbridge Wellness Center, and Community Crossroads Church to determine the best location for meetings.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	<p>With proper planning and execution of the Small Towns Design Initiative suggestions, Stockbridge can implement changes within our community that will increase opportunities for residents to visit safe, attractive recreation and physical activity areas.</p> <p>87% of adults are overweight or obese 160 minutes of adult screen time per day Percentage of adults and youth who get 60+ minutes of physical activity per day</p>
Primary target population*	STDI is inclusive of most ages and ability levels. Veterans Park will most likely focus on redevelopment of play areas for children with some adult activity opportunities. Lakeland Trail development will focus on the development of the trail to encourage its use by all ages. The park is underutilized as is the Lakeland Trails, which doesn't yet connect to the Beckwith Preserve trails. Currently, trail users have to walk along M-106 (no sidewalks and small shoulders) in order to continue from one trail to the other. We hope the STDI will evaluate and come up with a workable plan to connect the two safely and attractively.
Number of people impacted annually*	Typical STDI participation numbers run from 30-50 per meeting.



Individual Intervention Table





Criteria	Descriptions
<p>Intervention Specific goals, what do you hope to accomplish?</p>	<p>The primary goal of STDI is to produce an Improvement Plan for Lakeland Trail and for Veteran’s Park. Once the plan is produced, Stockbridge will be able to use the recommendations to improve our active use areas in future years.</p> <p>The secondary goal is to increase awareness of – and participant in – SAWC. We would like to have attendance of 30+ at each meeting and gain two members through this process.</p>
<p>Key Evaluation Data*</p>	<ol style="list-style-type: none"> 1. Meeting attendance 2. Increased involvement in the wellness coalition 3. A post program survey of individuals who participated in the STDI planning process. 4. Creation of a Stockbridge focused STDI plan. 5. Long term evaluation – improvements to Lakeland Trail and Veteran’s Park 6. Long term evaluation – increases in the percentages of youth and adults who get 60+ minutes of physical activity 5 times per week.
<p>Provide a detailed evaluation plan. How will you know this intervention is making the difference?</p>	<p>Meeting attendance will be tallied by Warren Rauhe, including the collection of sign-in sheets.</p> <p>SAWC will cross reference the sign in sheets with SAWC meeting attendance to determine if individuals who attended STDI are attending coalition meetings. SAWC will be responsible for the creation, distribution and tallying of the post program survey.</p> <p>The 2015 HIP survey will be crucial to long term evaluation of physical activity numbers. The 2016 Promoting Active Communities survey will be used to determine improvements to the Lakeland Trail and Veteran’s Park.</p>
<p>If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you’re making to improve the potential for success.</p>	<p>This is not an intervention continued from previous years.</p>
<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>If the Small Towns Design Initiative and SDDA decide it is practical to include downtown Stockbridge with the study, SAWC will collaborate with SDDA on the overall cost of STDI. We will seek \$1-2k to help offset the additional cost of STDI.</p>



Individual Intervention Table

Criteria	Descriptions
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>The creation of a bicycle/pedestrian master plan to increase physical activity opportunities has some evidence to support its creation. - http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=12&t3=79&id=293</p> <p>What Works for Health claims Increasing green space/parks and some evidence of being a best practice: http://whatworksforhealth.wisc.edu/program.php?t1=21&t2=12&t3=79&id=303</p>
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>STDI itself is a short term intervention that only requires the requested funds. Long term development and improvement of active areas will depend on a combination of funding from local community organizations, grants from local, state and national funding agencies, and support from SAWC.</p> <p>We will not know the exact cost of improvements until after the program's completion.</p>

<u>Budget</u>	
Small Towns Design Initiative Consultation.	\$6,000 requested from CWF

Total Budget - \$6,000



Individual Intervention Table

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

Stockbridge Wellness Center Expanded Hours

- CWF Element* to Impact Move More, Making Healthy Connections
- Fiscal Agent* Chelsea-Area Wellness Foundation
- Tax I.D. 26-3040367
- Implementation Contact* SWCC – Tom Clark
- Contact phone and email 517.851.7473; tandjclark@voyager.net
- Date Funding Required June 30, 2014
- Implementation Date June 30, 2014
- Total Amount Requested from CWF: \$5,000

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	<p>In the Stockbridge Area Wellness Coalition’s Year Two plan, funds were allocated to expand annual service hours by 645 at the Stockbridge Wellness Center. Since hours expanded in November, total SWC membership, average visits per SWC member and center usage has increased.</p> <p>SWC has enough funding to continue the expanded hours through the end of June. SAWC proposes a \$5,000 grant to fund the expanded hours once the first year funding is expended. It’s estimated the grant will add two months of expanded hours while SAWC and CWF explore alternative funding options.</p>
Describe your action plan (steps) for implementing the intervention, including timeframe.	If approved, the funds will immediately go into the SWC account to fund the expanded hours. SAWC will submit the intervention for the June grant cycle so we can seamlessly transition into year two of the intervention.



Individual Intervention Table

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	Cindy Cope and Amy Heydlauff, with assistance from the Stockbridge Wellness Center Committee, are responsible for transferring funds into the SWC account. They will also be responsible for monitoring the budget to ensure SWCC knows the status of remaining funds and the feasibility of continued hour expansion.
Do those responsible have the capacity* to implement?	Yes
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	Support from the SAWC beyond the SWCC is indirect and is promotion of the SWC. SAWC is very supportive and values this resource in our community. If more marketing than is budgeted is required, the SWCC will seek donations to fund the additional marketing.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	The amount of physical activity adults receive in Stockbridge
Primary target population*	The residents of Stockbridge Community School District and surrounding area.
Number of people impacted annually*	Currently SWC has 392 total members. With the continuation of expanded hours and increased knowledge of the facility, we hope to push that over 400 in the near future.

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	Increase the number of paid members at Stockbridge Wellness Center. Increase the amount of physical activity adults receive.
Key Evaluation Data*	Number of members at SWC



Individual Intervention Table

	Semi-annual survey to determine when members use the facility.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	SWC, CWF and the SWCC will continue to monitor SWC membership levels. Levels are shared with the groups on a quarterly basis.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	<p>From Sept. 2013 through March, 2014, membership usage of Stockbridge Wellness Center has increased from 773 total visits and 3.3 visits per member to 2,142 total visits and 5.5 visits per member.</p> <p>SWC conducted a member survey in April, 2014. 27 of the 38 respondents said they attend SWC more often because of increased hours of operation.</p>
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	Collaboration with CWF (Amy Heydlauff), Power Wellness (Cindy Cope), SWCC, and the SAWC.

Criteria	Descriptions
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	According to 'What Works for Health' from the University of Wisconsin's Population Health Institute, Increasing access to places for physical activity , Fitness Programs in a Community Setting and Activity Programs for Older Adults are all Scientifically Supported interventions with a broad population reach. - http://whatworksforhealth.wisc.edu/factor.php?id=12
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	A process of continuous improvement will be implemented for the SWC. The joint leadership of the CWF (Amy Heydlauff), Power Wellness (Cindy Cope), and the SWCC will seek, evaluate, and (after appropriate approval) implement the enhancements to improve and increase the SWC services to our membership and the community we serve.



Individual Intervention Table

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

Community Greenhouse & Sustainable Agriculture Intervention

- CWF Element* to Impact: Eat Better, Making Healthy Connections
- Fiscal Agent*: Stockbridge Community Schools
- Tax I.D.: 38-600-1640
- Implementation Contact*: Mary Gibson (517-881-0211), Josh Nichols (517-917-3223)
- Contact phone and email: Mary (gibbysgirl66@yahoo.com), Josh (nicholsj@panthernet.net)
- Date Funding Required: July 1, 2014
- Implementation Date: July 1, 2014
- Total Amount Requested from CWF: \$15,000.00

Criteria	Descriptions
<p>Please provide a description of the intervention program you are proposing. (what, when, how, where & why)</p>	<p>We wish to construct a 16' x 20' greenhouse which includes four types of gardening systems. It will include aquaponic, hydroponic, soilless, and traditional soil systems and a 55" fish tank. We will also continue to develop an existing vermicomposting system. The compost produced will be used in the appropriate garden systems. The greenhouse will be located on Stockbridge Community Schools' property, but the community will also have access to it. The greenhouse will have a sturdy concrete foundation with knee-high walls, and polycarbonate panels for the covering. There is a lifetime warranty on the heavy-duty frame and a ten-year warranty on the panels as well as the heating and cooling system. We hope to begin construction in the spring of 2015 so that the greenhouse will be in place for school in the fall of 2015. We plan to begin to assemble the garden systems within the classroom prior to construction. The greenhouse will provide a hands-on learning experience for all students in grades K-12. This project will help students learn how to grow their own food and become less dependent on packaged and pre-made foods. It will help</p>

them learn the best methods for gardening and hopefully give them a lifetime interest in it. The activities that the students will participate in should stimulate their interest in tasting and eating more produce. We need to show students that they have the choice to select nutritional foods to eat, to grow their own food and to eat organically. The project will also teach students how to collect and analyze data, thus sharpening their mathematical and scientific knowledge. The teachers should be able to incorporate the greenhouse garden into most any type of lesson that they wish, including language arts and visual arts.

Describe your action plan (steps) for implementing the intervention, including timeframe.

- **June-July, 2014:**
 - We will meet with current greenhouse owners and experts in aquaponics to develop a plan for the greenhouse and to begin the decision-making with regards to purchasing.
 - We will seek quotes from various suppliers and compare costs so that the money is spent as wisely as possible and then begin purchasing the supplies and materials.
 - We will submit plans to the administration and the Board of Education for their approval with regard to the use of the grounds and facility.
- **August, 2014:**
 - Teachers, administrators, the schools' Maintenance Supervisor, and community members will meet and plan the construction of the systems.
- **September & October, 2014:**
 - Teachers, students and community members will work together to build the garden systems within the classroom
 - K-12 students will take an initial garden survey and test.
 - Planting of a winter garden will begin within the classroom.
 - Students will be collecting and analyzing data on the garden in order to guide future decisions.
- **November & December, 2014:**
 - Tilapia will be integrated into the aquaponic system.
 - The hydroponic, soil and soilless systems will be integrated.
 - K-12 students will take a mid-year garden survey and test before the holiday break.
- **January - March, 2015:**
 - Students will create a timetable for selling food and starter plants at the Stockbridge Open Air Market.
 - We will apply for any applicable township or state permits.
- **April – June, 2015:**
 - Students and community members will begin planning and building raised garden beds outdoors.
 - Students and community members will be planting and transferring plants into the outside beds.
 - Construction of the greenhouse will begin. The labor will be provided by various community members, including those with skilled trades. Once the greenhouse is

	<p>complete, the various garden systems and plants will be relocated to the greenhouse.</p> <ul style="list-style-type: none"> • July – August, 2015: <ul style="list-style-type: none"> ○ Students, parents and community members will maintain the garden and continue collecting and analyzing data. ○ We will encourage summer school students to participate in caring for the garden systems and doing composting. • September, 2015: <ul style="list-style-type: none"> ○ The project will be complete. We will have a meeting of teachers, parents, community members, coalition members and administrators to evaluate the project. The greenhouse will continue to be used for learning and growing. We hope to expand the project to include a large community garden with handicap access, so we will seek additional grants to fund these future phases.
<p>Who (specifically) will be responsible for what aspects of intervention implementation?</p>	<p>Josh Nichols will be our project leader. However, we will have students, teachers, community members, gardening experts, school administrators and others involved in every phase possible. We have the full support of the Stockbridge Community Schools Administrators, including Jim Kelly, current Heritage Elementary principal and next year’s Curriculum/IT Director, Superintendent Karl Heidrich, next year’s Heritage principal, Michelle Ruh, next year’s Smith principal, Brad Edwards, and the SHS principal, Rick Cook. Karl Klimek of the Square One Foundation has also pledged his support. Steve Abbey, a Pro Service Specialist from Lowe’s Home Improvement, has assisted us with grants and materials in the past. He will consult with us on all phases of building and materials choices. Jim from Aquagrowers has already offered advice and support and we expect that he will provide us with expert advice in all aspects of the hydroponic and aquaponic systems. Gary and Kary Gee of Gee Farms will also provide us with expert gardening advice and assistance. Kary Gee is also a Stockbridge School Board Member and has contributed much time and expertise to Heritage projects in the past year.</p>
<p>Do those responsible have the capacity* to implement?</p>	<p>Yes! This is an expansion of projects that Josh Nichols has already overseen through his work as a teacher at Heritage Elementary School. Josh Nichols has been in contact with several experts and they will guide him through the process of building the greenhouse and developing each gardening system. We have the support of the community as well as many organizations. We will all work together to make this dream a reality.</p>
<p>Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?</p>	<p>No, this intervention does not require resources from the broader coalition. We will have a lot of involvement from the community and various experts. Coalition members will likely volunteer to help.</p>
<p>What indicator* will this intervention impact? Describe any data and/or research which demonstrates a need for this intervention, in your community.</p>	<p>This intervention will impact the Eat Better and Make Healthy Connections indicators. The 2011 HIP data shows that 88% of local respondents have to travel more than one mile to the nearest grocery and that the average intake of servings of fruits and vegetables is only 2.5.</p>
<p>Primary target population*</p>	<p>This intervention targets the entire community, but it will specifically impact the learning of the</p>

	<p>students. We have already gotten a great deal of community support and we will try to involve the community in as many phases as possible, so that people can learn about the construction and the various gardening systems. There are 1,470 students in Stockbridge Community Schools which come from Stockbridge, Munith, Gregory and Unadilla, so we can potentially impact families in all of those communities.</p>
Number of people impacted annually*	This intervention can impact up to 4,000 local residents of all ages, including 1,470 students in grades K-12.
Intervention Specific goals, what do you hope to accomplish?	<ol style="list-style-type: none"> 1. The students will develop better eating habits. 2. The students will develop an understanding of where food comes from. 3. The students will gain an understanding of the various methods of gardening and which is most successful for each of the crops. 4. The students will come to understand that they may choose to grow their own food and decrease their dependency on commercial food. 5. Students will develop an understanding of a plant's life cycle as well as of the nitrogen cycle.
Key Evaluation Data*	<p>We will collect and analyze data on the following:</p> <ul style="list-style-type: none"> • The size, growth, and taste of each type of plant in each gardening system. • The effects of chemicals, commercial fertilizers, organic fertilizers, compost, etc. on the plants. • The students' nutritional habits, preferences and knowledge of food. • The students' knowledge of gardening systems and choices.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	To evaluate this intervention, we will do surveys before the project begins, part way through the project, and at the end of the project to assess any changes in students' knowledge, nutritional habits, preferences, etc. Food from our various systems as well as conventional produce will be put through a series of taste tests and the results will be compiled. Students will take regular, periodic measurements of various plant statistics and compare them.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	This intervention is an expansion of a previous aquaponic, hydroponic, soil and soilless system that was previously funded by Chelsea-Area Wellness Foundation. There has been tremendous interest on the part of the community in this project and we are now ready to expand the scope. The previous system produced healthy plants which were transplanted into the students' home gardens and these plants produced vegetables. We know that the program was a success because the students, teachers and community have all pushed us to continue and expand this project.
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	We will collaborate with Gee Farms, Aquagrowers, Lowe's Home Improvement, Stockbridge Area Education Foundation (SAEF), Square One Foundation (an education network that funds science, technology, engineering and mathematic-related projects), area skilled tradespeople, and local conventional and organic farmers. The school district has made a commitment to expand their curriculum offerings to include the greenhouse project in lesson plans. We will be seeking continuing and new financial support from other organizations, including Lowe's, SAEF, Square One Foundation, Gee Farms, Ingham Intermediate School District, the Knight Foundation and any other grant opportunities which arise. We have a request for \$4,362 pending with Ingham Intermediate School District, as noted in the budget below. Many of these organizations have

	<p>provided funding in the past and we have been encouraged to apply, so we will seek other grants for the expansion and continuation of this project. We don't have a specific commitment of a dollar amount from most of these organizations just yet, because their grant application periods do not match those of CWF.</p>
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>One successful program is located at Tekonsha Community Schools in Tekonsha, Michigan. It was funded by Square One Foundation and it is currently producing vegetables. They have collected data about their plants, much as we will do. They demonstrated that kids have started making better food choices. Currently, they are expanding their program so that the greenhouse will produce food which is used in the school lunch program.</p> <p>It is common knowledge that increased consumption of produce can decrease the risk of chronic diseases such as diabetes and heart disease. Those diseases are prevalent in our community. According to the research done by Philip Morgan, et. al., "School gardens can impact positively on primary-school students' willingness to taste vegetables and their vegetable taste ratings."(1). Also, the research done by Jennifer Morris and Sheri Zidenberg-Cherr demonstrated that "children's preferences for vegetables may be one of the strongest predictors of vegetable consumption." So, if we can increase our community's willingness to taste vegetables and their preference for vegetables, then we may be able to increase their consumption of them and therefore reduce the incidence of chronic diseases.</p> <ol style="list-style-type: none"> 1. Morgan P, Warren J, et. al. (2010) The impact of nutrition education with and without a school garden on knowledge, vegetable intake and preferences and quality of school life among primary-school students. <i>Public Health Nutrition</i>: 13(11), 1931-1940. 1. Morris J, Zidenberg-Cherr S. (2002) Garden-enhanced nutrition curriculum improves fourth-grade school children's knowledge of nutrition and preferences for some vegetables. <i>Journal of the American Dietetic Association</i>: 102 (1), 91-93.
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>Once the greenhouse is in place, it will be maintained by students and the community. We will have so many organizations and community members involved that there will be plenty of people to assist and provide advice for future years. Many businesses have already contributed supplies to the existing classroom program and they are committed to helping us in the future, too. Once the greenhouse is operational, this program will not be dependent upon a single leader to provide direction, therefore it will be easier to sustain. We will continue to seek alternative sources of funding to improve or expand this program in the future. We believe that once we have an initial source of funding, it will be easier to acquire additional grant monies and/or donations. As the students continue working in the greenhouse throughout their education, we think that it will help many of them take more interest in where their food comes from throughout their lives.</p>

Community Greenhouse & Sustainable Agriculture Intervention Budget 2014	
Greenhouse, Including:	\$ 12,750.00
Heavy Duty Frame, Installed on Knee Wall	
8' High Side Wall	
Automated Heating & Cooling Ventilation System	
Structure Can Withstand 50 lb. Snow Load and 90 MPH Winds	
Polycarbonate Panels	
Lifetime Warranty on Frame	
10-Year Warranty on Covering, Heating and Cooling Systems	
Aquaponic System, 12' x 19', 3-Media Beds	\$ 6,612.00
Grow Beds	
Media Beds	
Raft Beds	
Fish Tank, 55" diameter	
Sump Pump	
Plumbing	
Free Shipping	
Total Amount Needed for Greenhouse Project	\$ 19,362.00
Amount Requested from CWF	\$ 15,000.00
Request Pending from Ingham ISD	\$ 4,362.00



Individual Intervention Table

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

Stockbridge Open Air Market

- CWF Element* to Impact: Eat Better & Make Healthy Connections
- Fiscal Agent*: Stockbridge Community Schools
- Tax I.D.: 38-600-1640
- Implementation Contact*: Mary Gibson
- Contact phone and email: 517-851-4657, gibbysgirl66@yahoo.com
- Date Funding Required: May 1, 2014 (if possible)
- Implementation Date: May 2, 2014
- Total Amount Requested from CWF: \$5,961.00

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	Our Market Manager, Suzi Greenway, will be responsible for the marketing and operation of the Open Air Market. Jo Mayer will oversee the paying of bills related to the market. The market board will determine policies and procedures. The market board is made up of Wade Pregitzer, Emily Griswold, Brande Maas, Jo Mayer, and Teresa Miller.

<p>Do those responsible have the capacity* to implement?</p>	<p>Yes, Suzi Greenway has run a licensed food business for the past two years. In 2011 and 2012, Suzi attended the Michigan Farmers Market Association (MIFMA) Boot Camps. In 2013, Suzi became a certified MIFMA Farmers Market Manager. The market's Board of Directors is available to provide any extra direction which may be needed, and to help make major decisions about the market. This is the beginning of the fourth year of the market and Suzi has been the manager for all four years.</p>
<p>Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?</p>	<p>We don't specifically need resources from the broader coalition, but coalition members definitely support and attend the market, as well as actively participate in word-of-mouth marketing for it. The Monthly Market Manager meetings with the 5 Healthy Towns market managers are providing extra support and we are proceeding with a joint marketing campaign.</p>
<p>What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.</p>	<p>The market will impact the Eat Better and Make Healthy Connections goals of the coalition. This intervention will increase access to fresh, affordable produce and locally produced, minimally-processed food. The 2011 HIP data shows that 88% of local respondents have to travel more than one mile to the nearest grocery and that the average intake of servings of fruits and vegetables is only 2.5. Locating the market on the town square makes it very accessible and the music makes it more inviting, thus encouraging people to increase their intake of fresh produce. This year, we hope to offer "Prescriptions for Health" through local doctors and dentists. The health professionals will offer their patients prescriptions for produce in the form of coupons for the market. This will help us target people that most need to improve their nutrition and health, such as those people with heart disease, diabetes or hypertension.</p>
<p>Primary target population*</p>	<p>The primary target population includes families and individuals in Stockbridge Township. However, the market also has the potential to draw customers from neighboring areas such as Munith, Gregory, Unadilla and Lyndon Township, commuters passing through, and campers from nearby campgrounds. It is our hope that having the market so accessible to everyone will particularly benefit low-income families and individuals that lack the transportation to travel to other sources of fresh produce.</p>
<p>Number of people impacted annually*</p>	<p>We hope to attract customers from the "greater" Stockbridge area, potentially appealing to approximately 4,000 people.</p>

<p>Intervention Specific goals, what do you hope to accomplish?</p>	<p>We hope to increase access to fresh, local food, especially produce. The cooking and canning demonstrations should help people learn how to use their fresh produce to produce healthier meals. The market also provides the opportunity for connecting with others in healthy ways, through the market and demonstrations, as well as the Market Music series. This year, our biggest goal is to increase market attendance through the use of a more aggressive marketing campaign. The new marketing campaign includes more yard signs, ads in the Stockbridge Newsletter, the distribution of logo bags, and ads in the Town Hall Players program. We will also distribute flyers which advertise all 5 Healthy Towns markets to local businesses and campgrounds.</p> <p>This year, we have two new programs to increase market attendance. The first program is the Prescription for Health program. Under this program, Eat Better Bucks will be distributed to patients in need of better health. Each of our four health professionals, Family Medicine of Stockbridge, Adiska Family Dental, Dobos Dental and Positively Chiropractic will be given 10 prescriptions which are associated with \$10 of Eat Better Bucks to distribute to patients. We will distribute a total of \$400 in Eat Better Bucks, which will hopefully help those who need it as well as creating return customers.</p> <p>The second program is an effort to acquire sponsors for the market from among the local businesses which benefit from its presence in town. The program will offer the businesses the opportunity to purchase \$50 in Market Bucks for \$25. The Market Bucks will be in \$1 increments and businesses will be encouraged to give them to their customers. For the first year, our goal is to get ten businesses on board.</p>
<p>Key Evaluation Data*</p>	<p>We will total up the Eat Better Bucks and Market Bucks which are redeemed. Through the use of tally counters, we will take a count of the number of visitors to the market and music series. Volunteers, such as National Honor Society students, will assist us with the counting process. Also, the market manager will return to distribution locations for the 5 Healthy Towns market flyers and count to see how many flyers were taken.</p>
<p>Provide a detailed evaluation plan. How will you know this intervention is making the difference?</p>	<p>We will compile data on the following:</p> <ul style="list-style-type: none"> • The number of visitors to the market and the music series • The number of flyers distributed • The number of Eat Better Bucks redeemed • The number of Market Bucks redeemed

<p>If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.</p>	<p>The market was moved to the town square in 2013, and this made a huge difference in visibility and viability. Positioning the Market Music series closer to the market has also increased foot traffic at the market. The new joint marketing campaign with the 5 Healthy Towns should create a lot more awareness of the market and generate more visitors. We are increasing our advertising so that we may increase our attendance. This will be the first year that we will be counting the attendees, so that will give us a basis for knowing if attendance increases in the future. On a strictly visual basis, it appears that the downtown area has become more vibrant during the market and that local businesses are also benefitting from the increased foot traffic. This should provide the businesses with motivation to help support the market in the future. One of our fresh produce vendors, Pregitzers Farm, claimed his sales increased 46% last year over the previous year.</p>
<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>We are currently attempting to collaborate with the Stockbridge Downtown Development Authority. We submitted a request for funding on February 27, 2014 and we hope to have a response at their next meeting on March 27, 2014. We have asked them for \$500.00 to cover our liability insurance.</p> <p>We are collaborating with the market managers in the 5 Healthy Towns group to produce flyers and other advertising that will benefit all of the markets. We have already produced a flyer which promotes all five markets, and our market will receive 750 copies to distribute.</p> <p>We are also working with Stockbridge Community Schools, The Sun Times, Stockbridge Branch of CADL, Stockbridge Township and Stockbridge Community Outreach, the Stockbridge Area Garden Club, SAESA, and other local groups. We will work with some of these groups to bring in demonstrations and educational events as much as possible. This year, we hope to also collaborate with the Community Greenhouse & Sustainable Agriculture intervention to sell whatever they may produce.</p>
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>A study done on women in a low-income area of Los Angeles who were given coupons to use at Farmers Markets increased their consumption of fresh fruits and vegetables by 1.4 servings. Am J Public Health. 2008 Jan;98(1):98-105. Epub 2007 Nov 29.</p>
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>By establishing an on-going market each year, we will be affecting the behavior/culture and infrastructure as people begin to change their buying and social habits to include a visit to the market at a certain location. It is envisioned that the Stockbridge Area Wellness Coalition will include regular funding (as needed) to support the Open Air Market in their long-term Comprehensive Plan.</p>

Stockbridge Open Air Market Budget 2014			
Market Manager Stipend			\$ 2,160.00
Mileage			\$ 560.00
Printing/Office Supplies			\$ 265.00
Display Table and Folding Chairs			\$ 300.00
Advertising Campaign			
	Yard Signs	\$ 116.00	
	Stockbridge Newsletter Ads	\$ 210.00	
	Open Air Market Logo Bags	\$ 687.00	
	Town Hall Players Program Ads	\$ 75.00	
			\$ 1,088.00
Eat Better Campaign			
	Eat Better Market Bucks	\$ 400.00	
	Open Air Market Bucks	\$ 250.00	
	Cooking/Canning Demos	\$ 400.00	
			\$ 1,050.00
Music License Fee for Market Music			\$ 538.00
		Grand Total	<u>\$ 5,961.00</u>



Individual Intervention Table

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

Tide Me Over Backpack Program

- CWF Element* to Impact _____ Eat Better _____
- Fiscal Agent* _____ Stockbridge Community Outreach _____
- Tax I.D. _____ 38-2609279 _____
- Implementation Contact: _____ Cheryl Holloway _____
- Contact phone and email: _____ 517-851-8149, 517-914-6576, hollowac@panthernet.net _____
- Date Funding Required: _____ August 15, 2014 _____
- Implementation Date: _____ September 19, 2014 _____
- Requested Funds: \$5160

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	Stockbridge Community Outreach volunteers, in collaboration with Stockbridge Community Schools staff and Farmers State Bank, will send home weekly backpacks filled with basic food for PK – 3rd grade children at Smith Elementary School who are on the school’s free & reduced lunch program who apply to receive the backpacks. This program is called “Tide Me Over” and is meant to help fill the food gap for kids on the weekends and over holidays. We plan to start sending the bags Friday, September 19 and send them weekly throughout the school year.
Describe your action plan (steps) for implementing the intervention, including timeframe.	<ul style="list-style-type: none"> • Secure bags for the program. (August, 2014) • Distribute a letter at the Elementary open houses and through the school’s Registration packets. (August, 2014) • Create a list of kids requesting bags. Make two bags for each child. (First two weeks in September and throughout the year.) • Buy food for the program. (First purchase prior to September 17, 2014) • Pack the bags weekly and deliver them to the schools.



Individual Intervention Table

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	Cheryl Holloway will be responsible for inventory, packing the bags and sorting them by classroom for the program at Smith Elementary. Jo Mayer will receive the filled out forms and maintain the lists of kids. John Terrell with the Stockbridge Food and Nutrition Program will pick up the bags from Outreach and deliver them to Smith Elementary School. The Smith office secretary will make sure bags are delivered to the appropriate classrooms.
Do those responsible have the capacity* to implement?	Yes, we have been doing this for 4 years now.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	We rely on area churches to help with donations of food and also have received money from area groups such as the Stockbridge Lion’s Club, SAESA, and Ingham County to help with purchasing food, but the volunteers who work on this program are Stockbridge Community Outreach volunteers. Crossroads Community Church runs a parallel program at Heritage Elementary School with their own volunteers and funding.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	Eat Better. Over 600 children attending Stockbridge Community Schools receive free or reduced-price meals everyday at school and this program hopes to fill the food gap over the weekends for participating kids. The position of the American Dietetic Association is that food insecurity is “associated with adverse health, growth and development outcomes among children aged 0 to 18 years.” The ADA believes that long-term interventions will be needed to achieve better food security and that the development of community programs aimed at reducing food insecurity can help. J Am Diet Assoc. 2010;110: 1368-1377. We are requesting that the Chelsea Area Wellness Foundation fund the purchase of the following weekly items: canned tuna, individual servings of peanut butter, individual servings of raisins, one small juice box per child per week,
Primary target population*	PK – 7th grade students in Stockbridge Community Schools. (We work with Crossroads Community Church who will oversee the program at Heritage Elementary for the 4 th – 7 th grade students.) Due to a reconfiguration of the Stockbridge Schools, we will be serving a bigger population and expanding to 7 th grade students.
Number of people impacted annually*	We are sending home an average of 60 bags per week to kids at Smith Elementary School and 45 bags at Heritage Elementary School. Included in that is enough food to help make at least one family meal.



Individual Intervention Table

Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	We hope to help maintain the health and well-being of impoverished children in our community by providing much-needed food for them and for their families.
Key Evaluation Data*	Over 80% of children at Smith return their bags each week so they can be refilled, indicating that this food is filling a need.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	In early May, 2015, we will send home a survey to each family in our program to ask specifically for ideas on how to improve the program and whether they felt this program made a difference for their family.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	Our participation rate has increased each year and we have been told many times how important this food is to the families we serve. If a child is absent from school on the day the bags are to be picked up, parents often will make a special trip to pick up the bags. While food cost is a factor in our ability to keep the program going, we are always looking for healthier alternatives to the food we provide. Another way this intervention has been successful has been in strengthening the community ties among churches and community groups who work to help this program succeed.
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	We collaborate with Stockbridge Community Schools, Farmers State Bank and area churches, who hold food-specific food drives to help fill the bags. Ingham County directs funds to Outreach and requests that they be used for this program, as outlined in the attached budget.

Criteria	Descriptions
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	



Individual Intervention Table

Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.

This charity program strongly depends upon the schools, area churches and individuals to keep it stocked and running. We will apply for grants, hold fundraisers, and request donations throughout the year to area individuals, churches and community organizations to help keep it going for as long as we see the need.

Tide Me Over Proposed Budget for 2014-2015 for PK – 3rd grade students

This budget is based on serving 80 kids each week from PK – 3rd grade (we are adding a grade at Smith this coming year.)

Requested from CWF: \$5160

Detail

- 1 can of tuna per child per week for 34 weeks at an estimated cost of \$.90/can = \$2304*
- 1 individual serving of peanut butter per week for 34 weeks at \$.20/serving = \$ 544*
- 1 individual serving of 100% juice per week for 34 weeks at \$.60/serving = \$1632*
- 1 individual serving of raisins per week for 34 weeks at \$.25/serving = \$ 680*

Expected Income

- Ingham County Commissioners grant \$2500*
- Chelsea Wellness Foundation \$5160*
- Donations from area individuals \$1000*
- Donations from area churches/organizations \$1000*
- In-kind donated food \$3000*

In-kind donation of 2 bags per child at Smith Elementary School provided by Farmers State Bank. In-kind donation of time/gas from Stockbridge Community Schools Food & Nutrition program for pick-up and delivery of bags from Outreach to Smith Elementary School and in-kind donation of staff time to maintain the lists of kids and troubleshoot any issues.



Individual Intervention Table

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

~ **Intervention Title** ~

- CWF Element* to Impact Connect with Others
- Fiscal Agent* _____
- Tax I.D. _____
- Implementation Contact* Temporary Contact: Jo Mayer
- Contact phone and email (517) 851-8222 ext. 2, mayerj@panthernet.net
- Date Funding Required August 15, 2014
- Implementation Date September 1, 2014
- Total Amount Requested from CWF \$21,000



Individual Intervention Table

Criteria	Descriptions
<p>Please provide a description of the intervention program you are proposing. (what, when, how, where & why)</p>	<p>We hope to offer part-time subsidized counseling services to the Stockbridge area housed in the newly vacated Stockbridge Middle School and improve outreach and education about how mental health fits into the overall health of a person. It is hoped that the counselor would be part of the staff at a local hospital or counseling center and would meet with individuals one-on-one on issues such as grief counseling, stress reduction, and family dynamics and also help facilitate support groups and educational presentations particularly aimed at the residents of the Stockbridge area between the ages of 14 - 45. The presentations would be to area churches, school groups and community groups and would be aimed at helping to normalize the idea of counseling.</p>
<p>Describe your action plan (steps) for implementing the intervention, including timeframe.</p>	<p>Develop with the counseling entity a MOU to detail the responsibilities of all parties involved. (July, 2014) Set up an office and advertise through press releases and notices to area churches, doctors, dentists, Outreach, and schools. (August – September) Establish with the counseling entity who the counselor would be and what the expectations are. Begin accepting appointments through the counseling entity's main office. Open the office for business September 15, 2014. Schedule monthly educational presentations about the role of counseling in an overall health perspective, starting with the Stockbridge Area Wellness Coalition's regular September meeting.</p>



Individual Intervention Table

Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	The counseling entity would be responsible for hiring, paying and overseeing the counselor with input from SAWC. Jo Mayer would act as liaison between the counseling entity and the Stockbridge Area Wellness Coalition and help to schedule educational presentations and support groups. The counselor would be responsible for keeping adequate records and reporting data needed for evaluation of the program.
Do those responsible have the capacity* to implement?	Yes. All involved will have carried out similar programs and responsibilities.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	No, although the broader coalition may be asked to help advertise this new service.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	Making Healthy Connections. According to data from the HIP survey done in Stockbridge Township in 2012 the following was cited by respondents: Lack of adult support groups; Lack of support for younger adults; No drug education for things like prescription drugs; and limited healthy relationship opportunities for young adults. The current Superintendent of schools, Karl Heidrich, reported that as Principal of Stockbridge High School, they averaged 5 – 8 referrals per year for depression/suicide (referred to the nearest emergency room); 5 – 8 referrals per year for substance abuse issues(referred to Lifeways in Jackson, or services in Howell) and around 5 referrals per year for grief counseling (referred to Ele’s Place in Mason). The high rate of divorce also affects family dynamics and student behavior and Karl felt the presence of a local counselor would be a welcomed help for many teens and their families as the costs in time and money have been a big burden to those who need counseling.
Primary target population*	Teenagers and adults up to age 45



Individual Intervention Table

Number of people impacted annually*	It would be our goal to directly counsel 20 - 30 clients from the area, thus impacting their families and the community at large and to offer at least 2 support groups during the first year.
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Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	We hope to give those in mental anguish support and guidance close to home, but also to help make it more socially acceptable to sign up for and attend counseling. The biggest difficulty has been getting those who could benefit from counseling to walk in the door.
Key Evaluation Data*	Number of clients served individually and in support groups and the number of educational forums and their participants.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	We will feel successful if the new counseling service serves at least 3 clients per month, either individually or through support groups addressing a particularly identified need in our community and if we have made educational presentations about the value of counseling to at least 4 area groups.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	This is a new intervention.
With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).	Key collaborators in this would be an area counseling entity, Stockbridge Community Education, Crossroads Community Church, SRSLY Stockbridge. Stockbridge Community Schools through the Stockbridge Area Wellness Coalition would offer in-kind donations of office space and general office support. Stockbridge Community Education would offer in-kind services of organizing and advertising education forums and the schools would offer facility use at no charge for support group meetings and educational forums. SRSLY Stockbridge would assist with covering costs for support groups as they are able.



Individual Intervention Table

Criteria	Descriptions
Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s	
Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.	We consider this a pilot project and expect that if it is proven effective, we will be able to better incorporate it into the insurance billing system and would be able to apply to the local educational foundation for assistance in covering educational forums.

We are asking for \$21,000 to get the ball rolling on this intervention and are still working out how best to apply that funding. We expect part of it to pay for advertising, part to help cover support groups and educational forum costs, and part to help subsidize one-on-one counseling.



Individual Intervention Table

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

~ Intervention Title ~

- CWF Element* to Impact__ Connect With Others_____
 - Fiscal Agent*__Friends of the Stockbridge Branch Library_____
 - Tax I.D._____38-2847825_____
 - Implementation Contact*_____Paul Crandall_____
 - Contact phone and email_517-851-7810 ; crandallp@cadl.org_____
 - Date Funding Required__April 30, 2014_____
 - Implementation Date_____Fall, 2014_____
- Total Amount Requested from CWF __\$4,225_____

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	This year, the 5H Community Read effort will focus on a “Healthy Connections” theme, offering events in all 5 communities and a common book for reading and discussion. This will mark the 3 rd year of the 4-year effort envisioned.
Describe your action plan (steps) for implementing the intervention, including timeframe.	<p>March-April: Set budgets for book buying, plan and budget joint programming, local programming; secure funding from CWF; identify committee members responsible for various tasks at the local level</p> <p>April-May: Finalize plans for all fall events</p> <p>May-June: Produce 5H brochure copy; dovetail with local library programming guides and online calendars, social media, etc., order and pay for books</p> <p>September-November: Implement events and book discussions, distribute books into community through community partner locations, continued marketing through print and online channels,</p>



Individual Intervention Table

	participate in joint events.
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Criteria	Descriptions
Who (specifically) will be responsible for what aspects of intervention implementation?	The Stockbridge Area Wellness Coalition's Community Read Committee will be responsible for all aspects of the local events and producing marketing copy for those events. Stockbridge Library head Paul Crandall will serve on that committee as well as on the steering committee, which is composed of librarians from the five towns. The steering committee will be responsible for overall planning and planning/implementation of the joint event(s) (a kick-off event and possibly a closing event.)
Do those responsible have the capacity* to implement?	Yes. The local committee at Stockbridge has a two-year track record of planning and successfully implementing the campaign locally. The steering committee is nearly identical to that of 2012-13.
Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?	The Stockbridge Area Wellness Coalition supports this as an Intervention in its comprehensive plan, per action of the board at its February 2014 meeting. It is understood that this Intervention will accompany an early grant request because the timing required for approval and funding is out of sync with the timing for approval of the comprehensive plan. It is also understood that this is the third year of an anticipated four-year effort focusing on each CWF Element in turn.
What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention, in your community.	The intervention will help to create a culture of wellness by offering residents opportunities to learn about and begin building good habits with respect to the four themes of moving more, eating better, healthy connections with others and avoiding unhealthy substances. If we see responses like last year's, over 150 community members will attend events related to Healthy Connections with others. We anticipate approx. 100-200 books will be distributed throughout the community for people to read, pass along and discuss.
Primary target population*	This request includes provisions specifically for programs in the Stockbridge-Gregory-Munith community. But the multi-town, cooperative nature of the effort will also encompass the population of all five towns of the Wellness Foundation's service area.



Individual Intervention Table

Number of people impacted annually*	The program will reach beyond the approx. 4,000 people in Stockbridge Township and village, into the larger area defined by the 150-square-mile Stockbridge Community Schools District and beyond that into the populations of all five towns connected to this joint effort.
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Criteria	Descriptions
Intervention Specific goals, what do you hope to accomplish?	We hope to involve citizens in the Stockbridge area and in the larger 5H area in intellectually and socially stimulating activities to help introduce or fortify practices of wellness. We expect that individuals with newfound or revitalized interest in the theme(s) will make connections that benefit them and the community in both the short- and long-term. Events associated with the books' themes will provide various ways for individuals to participate and will suit various learning styles, casting a wider net than a narrowly-defined book discussion alone. The combination of intellectual and social elements, fostering inquiry and a building of trust and common cause, lends support to creation of a culture of wellness. We hope to generate discussions and inquiries into what a healthy community might look like and how to bring one about. And through its cooperative nature we hope to help tie the efforts of all five towns and the CWF into a more cohesive force for positive change.
Key Evaluation Data*	Counts developed through program attendance numbers, number of books dispersed to end users, and program surveys.
Provide a detailed evaluation plan. How will you know this intervention is making the difference?	Participation-based measures. Event attendance figures, survey results and dispersal of the books will offer indirect measures of the community's receptiveness to the "healthy connections" element of the CWF's mission.
If this is a continuing intervention in your community provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.	The intervention helped begin the creation of a culture of wellness by offering residents opportunities to learn about and begin building good habits with respect to the CWF elements. Through this grant and our volunteer efforts we are providing a forum for community involvement that we hope will lead to behavioral changes while promoting the CWF and the Stockbridge Area Wellness Coalition as agencies of real, positive and lasting change. For our location over the last two years, more than 500 books were purchased and dispersed, using the library and several other community spots for distribution. Over a dozen events were hosted,



Individual Intervention Table

	<p>including speakers about healthy food, book discussions, healthy food-themed storytimes, a very successful “Move More” Day that attracted about 100 participants, a presentation on how to walk or run without injury, another on Michigan hiking, biking and walking trails, and more. To the 2012 survey question, “<i>Did you find the information/interaction at the event valuable,</i>” 30 answered “yes,” 3 answered “somewhat,” and 1 answered “no.” To the 2013 survey question, “<i>Would you recommend this to a friend,</i>” 34 answered yes with 1 answering “No” and 1 “No opinion.” Among the 21 respondents who answered the 2013 survey question, “<i>Will you use the information from this program in your day-to-day life?</i>” 19 answered “Yes” with one “No” and one “not sure.” For complete survey results, please refer to the “grant follow-up reports” filed in December of 2012 and 2013.</p>
<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>All five healthy towns will be involved in the effort, with library directors and branch heads acting as point people in the collaboration. At Stockbridge, the effort will involve participation of the Wellness Coalition 5H Community Read committee, the Capital Area District Libraries, the Friends of the Stockbridge Branch Library, local businesses and governmental units acting as book distribution points, the schools, and potentially other groups in the area. The events we envision for 2014 will complement and strengthen the efforts of other Stockbridge Area Wellness Coalition committees, as well. We hope to support and strengthen: the Eat Better theme through a healthy-eating potluck and support of the local food pantry, Community Outreach; the Move More theme through support and publicity of monthly community walks; and the Make Healthy Connections theme through a Family Fun party, collaboration with the annual local Harvest Festival and collaboration with the annual Community Outreach Halloween Party. Our SRSLY group will also be invited to have a presence at 5H Community Read events. In-kind donations of time and book distribution space will be provided by a number of local businesses and organizations, potentially including Dobos Family Dentistry, Family Medicine of Stockbridge, Positively Chiropractic, Cravingz Coffee House, Stockbridge Wellness Center, Waterloo, Henrietta and Unadilla Township offices, and Stockbridge Community Education. In-kind donations of work-time will be provided by members of the local committee, the Friends of the Library, Stockbridge Community Education and Capital Area District Libraries. Stockbridge Community Education will share in publicizing events. Assuming approval before June, Capital Area District Libraries will also include publicity of local events in print materials and online listings.</p>



Individual Intervention Table

Criteria	Descriptions
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>“Community read” events are recommended avenues for engaging community participation around a particular theme and have been used successfully in many communities. The library-based centers of the effort build upon already-existing connections within each community and make use of already-existing channels of communication. At the same time, the effort fosters the creation of new associations among individuals and groups within the communities. The varied nature of the envisioned programs and the opportunities created by multiple levels of collaboration between and within the five towns make this effort particularly innovative within that tradition. Further, because of the multi-town reach of the project and production of online and printed marketing materials all carrying the logo, the effort puts the 5H brand before a large number of people throughout the 5H service area in a unique and effective way.</p>
<p>Provide a detailed sustainability plan for the intervention and sustainability for any health improvements resulting from the intervention.</p>	<p>The intervention is part of a four-year plan focusing on each CWF element in turn, with the intention of offering informative and entertaining events and dispersal of books into the community each year. The connections among individuals and groups built within and between the communities will continue to sustain the effort toward building cultures of wellness into the future. By centering the initial efforts within community libraries, the campaign provides itself with a permanent, recognizable and versatile base for fostering continuing associations, activities and learning.</p>

~ INSERT A BUDGET~

- Book costs: \$1500. This is to cover purchase of copies of the selected book. The books would be made available for free at various locations in the Stockbridge area with marketing inserts that describe the campaign. People would be encouraged to pick up the books,



Individual Intervention Table

read them, and pass them on to friends and family. At an estimated cost of \$15 for a trade paperback, this would purchase about 100 books for distribution to the community. In 2012 and 2013, we were able to obtain books at lower cost, resulting in 200 books for distribution in the Stockbridge area in 2012 and 350 in 2013.

- Program and support costs: \$2,725. This is to fund and support events at the local level and to provide a contribution toward joint expenses and events (including a kickoff, possibly a closing event, marketing costs, costs for giveaways, etc.) We anticipate holding 4-8 local programs. Some potential programs that have been discussed focus on collaborations with other community groups, including hosting of a musical event at an annual Harvest Festival coordinated by the local Chamber of Commerce, raffles encouraging participation at monthly coalition-organized trail walks, collaboration with Community Outreach on a Halloween party at a local school, a Family Fun Day at the local bowling center, and a healthy food potluck/book discussion at a meeting of the Stockbridge Area Wellness Coalition.
- Total: \$4,225.

Definitions

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

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

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

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

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



Individual Intervention Table

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

~ SRSLY Stockbridge ~

- CWF Element* to Impact Avoid Unhealthy Substances, Connect with Others in Healthy Ways
- Fiscal Agent* Chelsea Community Hospital
- Tax I.D. 38-2113393
- Implementation Contact* Reiley Curran, Emily Stewart
- Contact phone and email (734) 593-5279, curranr@cch.org, Emily@srslystockbridge.org
- Date Funding Required July 1, 2014
- Implementation Date Ongoing
- Requested Funds \$24,268

Criteria	Descriptions
Please provide a description of the intervention program you are proposing. (what, when, how, where & why)	SRSLY is a community coalition dedicated to the prevention of destructive behavior in youth. SRSLY uses multiple strategies and a focus on youth leadership and community engagement to prevent youth substance abuse. The first year of implementation of this intervention in Stockbridge focused on assessment, capacity building, and planning. The second year included the launch of programs and activities, along with continued capacity building initiatives. The third year will continue with program implementation and capacity building, and include process evaluation.

<p>Describe your action plan (steps) for implementing the intervention, including timeframe.</p>	<p>During our third year of SRSLY in Stockbridge, we will continue to implement new programs and activities, and evaluate our efforts. All activities will be based on the needs assessment and strategic plan, which were completed in May 2013. Activities are planned as follows, in general order of completion:</p> <p>July 2014 – June 2015</p> <ul style="list-style-type: none"> • Recruiting activities at school open houses, football games, and other community events* • Present information on youth substance abuse to groups in Stockbridge* • Develop marketing materials to promote the coalition* • Develop marketing materials to educate the community on youth substance abuse rates, consequences, etc. * • Youth engagement activities – What’s Your Anti-Drug Media Contest, Youth-Only meeting* • Project Sticker Shock – public awareness campaign to educate adults about the consequences for buying alcohol for minors • Community engagement activities – Fun, substance-free events for youth and families* • Skill-building and education for coalition members – Community Anti-Drug Coalitions of America conference • Education for youth and adults on media literacy (close to Super Bowl) • Community engagement activities – Fun, substance-free events for youth and families* <p>*Ongoing activities, will happen multiple times throughout the year</p>
<p>Who (specifically) will be responsible for what aspects of intervention implementation?</p>	<p>The SRSLY Stockbridge Steering Committees (youth and adults) will be responsible for program implementation, with support from the Program Coordinator.</p>
<p>Do those responsible have the capacity* to implement?</p>	<p>SRSLY Stockbridge will use strategies that have been successfully implemented in Chelsea to build coalition capacity through volunteer recruitment and retention. Currently, SRSLY Stockbridge has support from the schools, churches, scouts, physicians, dentists, parents, youth, law enforcement, emergency responders, and businesses, and dozens of volunteers.</p>

<p>Does implementation of this intervention require support/resources from the broader coalition? If so, does the coalition have the capacity to support intervention implementation?</p>	<p>SRSLY Stockbridge requires financial support from the coalition. Coalition members who wish to participate in SRSLY in an ongoing or per-project basis are welcome, but not required.</p>
<p>What indicator* will this intervention impact? Describe any data and/or research that demonstrates a need for this intervention.</p>	<ul style="list-style-type: none"> • Percentage of youth reporting that alcohol and marijuana are sort of or very easy to get • Percentage of youth who accurately report peer alcohol use rates • Percentage of youth reporting that their parents would feel it is wrong or very wrong for them to drink alcohol or smoke marijuana • Percentage of youth reporting alcohol or marijuana use in the past month • Percentage of youth reporting moderate or great risk for using marijuana or alcohol • Percentage of youth reporting first use of alcohol and other drugs at the age of 15 • Percentage of youth who feel connected to school • Percentage of youth reporting pro-social family involvement • Other key indicators as identified by SRSLY steering committee leaders as high priority during the assessment process. <p>Source for measurement: MiPHY survey (2014 survey data will be available in July) For data that demonstrates a need for this intervention, refer to the SRSLY Stockbridge Needs Assessment.</p>
<p>Primary target population*</p>	<p>Youth age 10 to 15-years-old and their families</p>
<p>Number of people impacted annually*</p>	<p>Approximately 600 youth and their families</p>
<p>Intervention Specific goals, what do you hope to accomplish?</p>	<p>The ultimate goal of SRSLY is to reduce youth substance abuse. Specific, measurable short, medium, and long-term goals and objectives are outlined in the strategic plan (available on the website at srslystockbridge.org).</p>

<p>Key Evaluation Data*</p>	<p>The coalition collected data from the biannual MiPHY survey, focus groups, key informant interviews, and community surveys to evaluate SRSLY. The steering committees will develop an evaluation plan as part of the planning process, in the first half of 2014.</p>
<p>Describe your evaluation plan. How will you know this intervention is making a difference?</p>	<p>The coalition collected data from the biannual MiPHY survey, focus groups, key informant interviews, and community surveys to evaluate SRSLY. These same data sources will be used to evaluate the outcomes of SRSLY. Process evaluation will use input from coalition members and the community, and participation in SRSLY events and activities.</p>
<p>If this is a continuing intervention <i>in your community</i> provide evidence of how the intervention has been successful, or describe changes you're making to improve the potential for success.</p>	<p>In Stockbridge, SRSLY has spent the last 18 months building capacity, assessing needs, planning for action, and implementing activities. We have gathered data from law enforcement, schools, hospitals, and focus groups, and analyzed this data with community input to complete the needs assessment. Community leaders used this information to complete a four-year strategic plan in June 2013. Shortly after the strategic plan was completed, the coalition hired a part-time Program Coordinator, Chloe Updegraff. Chloe recently had to step down from this position to handle family issues. She was replaced by Emily Stewart, who worked for SRSLY in Chelsea as an Intern for six months in 2011. Emily and Chloe co-facilitated the February coalition meeting, and Emily has now assumed the full responsibilities as Program Coordinator.</p> <p>Other highlights and major accomplishments for SRSLY in Stockbridge, as of March 2014:</p> <ul style="list-style-type: none"> • Held kick-off rally at varsity football game in September 2013 • Awarded Drug Free Communities Mentor Grant in September 2013; provides two years of funding and training opportunities for coalition staff and volunteers • Held substance-free U of M vs. MSU tailgate party for kids and families at Stockbridge Middle School • Black Box medicine disposal program implemented through SPD • Established a regular meeting schedule for the coalition (1st Thursday of the month). • Developed coalition by-laws • 79 volunteers (42 adults and 37 youth) have donated more than 250 hours to SRSLY in Stockbridge as of March 4, 2014 • Youth members now planning a basketball tournament, which will take place March 29 • Stockbridge Middle School donated classroom space for the Program Coordinator, so she can be more accessible and build relationships with students.

<p>With whom will you collaborate? How will you collaborate? Other organizations solicited for financial support (include name, amount requested, date requested, and amount promised or received).</p>	<p>SRSLY engages leaders and representatives from multiple community sectors, including: schools, hospitals and health care professionals, law enforcement, business, religious organizations, civic clubs, library, scouts and other youth-serving organizations, media, and of course parents and youth. All of these sectors need to be engaged for SRSLY to be successful.</p> <p>Chelsea Community Hospital, and SRSLY Chelsea will work closely with the Stockbridge coalition to facilitate the assessment, capacity building, and planning, implementation and evaluation phases of SRSLY in Stockbridge.</p> <p>SRSLY received the Drug Free Communities Mentor Grant in September 2013. This grant provides \$75,000 per year for two years (split evenly between SRSLY in Stockbridge and Dexter). Requires \$1:\$1 local match, which can include cash and in-kind resources. Local businesses and families will be solicited for support to enhance sustainability and local buy-in. We have applied for the Drug Free Communities Support Program, which would provide \$125,000 per year for five years, with a required \$1:\$1 local match. Funding announcements will be made by the end of August 2014.</p>
<p>Describe any models or best practice examples of other successful programs similar to the one you are proposing, if known. Include citation/s</p>	<p>This model for prevention is a best practice, as determined by the White House Office of National Drug Control Policy (Source: http://www.whitehouse.gov/sites/default/files/ondcp/grants-content/2011_dfc_interim_report_one_pager_final.pdf)</p>

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

The funding request for the first year was a small amount that allowed the coalition to complete the community assessment, form steering committees (youth and adult), and draft a strategic plan and one-year action plan. The funding requirements have increased, as marketing, supplies, program materials, and coalition staff are now necessary for implementation.

The sustainability plan for SRSLY Stockbridge is based on the successful model employed by Chelsea. Private foundation funding, and the DFC Mentor Grant will support SRSLY Stockbridge for the first three years, with the ultimate goal of receiving the Drug Free Communities (DFC) support program grant (which provides \$125,000 per year for five years, with a \$1:\$1 local match requirement). Funding from the Chelsea-area Wellness Foundation allows SRSLY Stockbridge to establish and strategically position itself to be able to apply for the federal Drug Free Communities (DFC) program. The DFC program would then provide 5-10 years of additional funding, with local match requirements.

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

SRSLY Stockbridge Year 3		July 1, 2014 – June 30, 2015		Budget	
Expense	Amount	Funding Source			
Staffing – Salary and Benefits					
Program Coordinator, Coalition Director, Administrative Assistant	\$ 29,577	DFC Mentor Grant, CCH In-Kind			
Supplies					
Marketing Materials	\$ 3,000	Stockbridge Wellness Coalition			
Program Supplies	\$ 2,500	Stockbridge Wellness Coalition			
Postage	\$ 900	Stockbridge Wellness Coalition			
Presentation Supplies, Meeting Expenses & Office Supplies	\$ 1,700	Stockbridge Wellness Coalition			
Volunteer Incentives	\$ 1,500	Stockbridge Wellness Coalition			
Travel					
CADCA Conference	\$ 2,320	Stockbridge Wellness Coalition			
CADCA Conference	\$ 3,700	DFC Mentor Grant			
Grantee Meeting (required)	\$ 1,732	DFC Mentor Grant			
MI Substance Abuse Conference	\$ 200	Stockbridge Wellness Coalition			
Local Mileage	\$ 678	Stockbridge Wellness Coalition			
Purchased Services					
Website	\$ 1,500	Stockbridge Wellness Coalition			
Jerzy Drozd – CPTN SRSLY artist	\$ 2,000	Stockbridge Wellness Coalition			
Marketing – Creative	\$ 4,500	DFC Mentor Grant			
Training for coalition members	\$ 7,000	Stockbridge Wellness Coalition			
CCH Fiduciary Services	\$ 1,500	CCH In-Kind			
SRSLY Stockbridge coalition members	\$ 7,720	Volunteer In-Kind			
Other					
Marketing – sponsor youth rec team	\$ 550	Stockbridge Wellness Coalition			
Cell Phone for Coordinator	\$ 420	Stockbridge Wellness Coalition			
Print Advertisements	\$ 436	DFC Mentor Grant			
CADCA Membership	\$ 300	DFC Mentor Grant			
Facility Use for Events	\$ 1,500	In-Kind			
TOTALS					
	\$ 24,268	Stockbridge Wellness Coalition			
	\$ 13,465	In-Kind Contributions			
	\$ 37,500	DFC Mentor Grant			
	\$ 75,233	TOTAL BUDGET			