

# **Grant Follow-Up Report for Organizations**

## **Organization Information**

Date: 1/29/2013 Organization: Chelsea District Library

Contact Name: William Harmer Title: Director

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## Program Information:

Program Name: 5H Community Read

Number of individuals served through this grant: We estimate that nearly 6200 people were served by the 2012 5H Community Read Project. 500 copies of "In Defense of Food" by Michael Pollan were distributed in Chelsea, and another 1000 copies in the communities of Grass Lake, Stockbridge, Manchester, and Dexter. We estimated that each book was read by or passed on to at least three people, and project that about 4500 read the book in all five communities. 616 people attended the programs in Chelsea, while over 1600 attended the 70+ programs that were facilitated by all five healthy communities.

# **Check List**

- ▼ The Grant Funds were utilized as designated
- Funds were disbursed to vendors of equipment or services and/or to nonprofit organizations providing direct services; no cash awards were made to clients.
- This report is being submitted within the time requested in the grant award letter.

#### Attachments

- A complete expense report indicating how the grant award was used. If this is an Interim Report, please indicate expenses to date.
- If the full amount of the grant was not necessary to provide the approved services or programs, a check from the agency is enclosed for any unused funds above \$100.
- Amount Returned \$Click here to enter text. Reason Click here to enter text.
- A photo(s) of the program (if appropriate). Photos will not be returned.
- Completed Photo Release Form

#### **Narrative Responses**

Complete the following two questions ONLY if this is an Interim Report.

- 1. List up to five accomplishments or progress towards meeting your goals and objectives so far.
- 2. Have there been any delays in meeting objectives? If so, please explain them.

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Please respond to each of the following questions. Your responses should focus specifically on the funded project of program, if applicable, or in the case of general operating grants, on your entire organization.

- 1. Referring to the goals and objectives described in your original grant request (or any revisions submitted subsequent to the grant award), please indicate the following:
  - a. What were your major accomplishments?
    - i. Successfully collaborated and partnered on a joint community read project with the four public libraries and coalitions of Dexter, Manchester, Stockbridge, and Grass Lake.
    - ii. Collaborated with the Chelsea Wellness Coalition's Eat Better subcommittee to tie together its interventions with the community read project to initiate a community-wide conversation about healthy eating using *In Defense of Food*.
    - iii. Formed a local subcommittee of Chelsea Wellness Coalition members and key stakeholders in the community to utilize their expertise and knowledge to design a slate of programs, events, and reading materials to emphasize healthy eating and how to change one's lifestyle.
    - iv. Increased knowledge about how to prepare healthy food through a series of cooking demonstrations.
    - v. Program participants are able to identify, and choose healthier options from restaurants and grocery stores.
    - vi. A community development approach was taken by putting library skills at the service of the community by working with them to plan services, programs, events, and learning materials for this project.

## b. What steps or actions were used to meet your objectives and goals?

- An oversight committee was formed, composed of the library leaders in each of the five healthy towns, to ensure more efficient use of resources while maximizing benefits for achieving the intended goals of the community read.
- ii. A subcommittee was formed in Chelsea and each of the other communities to work collaboratively to design programs and provide information about healthy eating. Stakeholders were chosen from a number of health and wellness sectors, including the hospital, local farmers, and educators, among others.
- iii. Copies of the book were made as available as possible to community members.
- iv. Books were distributed at more than a dozen key locations in the community to make it convenient for people to pick up a copy.
- v. Book clubs in the Library and in the community selected *In Defense of Food* to facilitate dialogue around healthy eating options.
- vi. Programs and events were designed to encourage participants to adopt a healthier lifestyle and encompass the spirit of the "eat better" initiative.
- vii. An outreach plan was organized to educate the community about the program as well as the work of the Chelsea Wellness Coalition and Foundation in order to create a buzz to motivate residents to participate. Presentations were give to church groups, government organizations and officials (DDA, townships, etc.), schools, senior residential facilities, service clubs, including the coalitions in the other four healthy towns, and many others.

#### c. What measures were used to determine your progress?

i. Program attendance is a widely respected, objective measure of program quality. We created 14 programs or events in Chelsea for a total attendance of about 616 people, or about 44 people per program, a significant increase in the

- average attendance of most regularly scheduled library programs, which average about 19 per event. In addition, 500 copies of "In Defense of Food" were distributed in Chelsea. We estimated that each book was read by or passed on to at least three people, and project that about 1500 read the book in our school district service area.
- ii. Surveys were also used to measure participant satisfaction with the quality of programs. Participants were asked a number of questions, including whether or not they would "come again" or "recommend" the program(s) to a friend. The overwhelming responses to these two questions were affirmative. Other questions were geared at a more narrative response. For example, we asked participants for advice on any "recommended changes." What we learned here is that participants used this narrative space to reinforce how positive the program experience was. Other feedback tended to focus on the speaker or program facilitator, or providing more "take-away" for participants, things like recipes or nutritional information. We also saved room on the survey to ask attendees for other program suggestions, which by and large focused on providing more healthy cooking demonstrations or classes.

## d. What were the unexpected results or key learnings?

- i. In working with the community to plan this event and listening to community members who attended many of our events or read the book, there is still a great deal of confusion about the mission and role of the Chelsea Area Wellness Foundation. The library staff frequently found itself in situations having to answer basic questions about the Wellness Foundation and the difference between the Coalition and Foundation. We provided Wellness Foundation brochures at all of our programs to help in this effort. Another common theme was a sense that families do not have enough time to experience meals together, a need that could be examined in greater depth. We also heard feedback from program participants regarding a lack of knowledge about how to prepare healthy meals. To compound the issue, many people feel embarrassed to admit it. Finally, there appears to be some dissatisfaction about a lack of healthy menu options in the community's restaurants.
- 2. Describe any setbacks encountered during the period of this grant
  - a. How did these setbacks impact your organization or project?
    - i. The most challenging setback was aligning priorities in all five communities, which was largely the result of the varying stages in the planning process of each coalition in formulating their wellness plans.
  - b. How were these setbacks addressed?
    - Library staff members in each of the five healthy communities were able to quickly mobilize and engage their coalitions to buy in, participate, and help plan this program.
- 3. Indicate if program goals were altered in any way and why.
  - a. None
- 4. What steps are being made to ensure the sustainability of your project or organization beyond this grant period?
  - a. The 5H Community Read will help create long-lasting relationships between the community and the Library, including our partners in the other four healthy towns, to ensure sustainability of our project. This grant affords us the resources and the

opportunity to better understand how our project fits into the community's goals and how we can best work with stakeholders to ensure the lasting impact of working to improve the long-term health of each and every member of the community. By establishing the basics for a strong link between the Library's team and local organizations supporting our actions, we can help guarantee its sustainability.

- 5. If your program involved collaboration with other organizations, please comment on its effect upon the program.
  - a. For year one, collaboration was our primary objective, that is, utilizing the community read program to increase participation and raise awareness of the work of the Foundation and its mission, including the work of each of the five community coalitions. From this perspective, collaboration can be seen as a means for building community and social capital. The effects are immeasurable. By collaborating with all five libraries, as well as dozens of other non-profit organizations, plus several key stakeholders, we were able to share resources wisely, and get more value for our dollar! With each new effort, we also created new advocates for the Wellness Foundation, the community coalitions, as well as our respective organizations. Equally important is the fact that we were able to take advantage of the creativity, networks, and expertise that exist in all communities. For example, most of the programs for the 5H Community Read were facilitated by local experts, such as local farmers, professors, health care workers, or local chefs, to name a few. By making connections with one another and keeping these connections going over time, people were able to work together to achieve things that they either could not achieve by themselves or could achieve only with great difficulty. It all comes down to money. We were able to pool our resources to make a difference. Ultimately, partnerships and outreach are key to sustaining funding levels and support through good times and bad.

Approval of Exec. Director or Equivalent William Harmer