



CHELSEA HEALTHY SELFIES



CHELSEA
SCHOOL DISTRICT

Chelsea School District, Luman Strong

Amount Requested:
\$3,500

Type of intervention:
 Behavior

Chelsea Healthy Selfies



Brief Description

Any student or employee of the Chelsea School District will be invited to submit a “selfie” (a picture of one’s self) showing involvement in a healthy activity. Classes (for example, a 2nd grade room) or departments (for example, the high school English faculty department) will be encouraged to participate in a healthy activity as whole groups. Examples may include participation in a 5K, a family hike, shopping at a local farmer’s market, helping out a local charity organization, etc. A brief written summary/explanation of the benefits of the activity must accompany the selfie. Through the district and individual school websites, these reports could then be used to digitally feature the healthy “accomplishments” within the CSD family.

All school employees and students will be invited to participate (close to 3,000 people).

The intervention will last the duration of the 2015-2016 school year.

Link to Coalition’s 1 & 5 year plans

- The comprehensive wellness plan states that, *“The wellness plan’s ultimate goal is to change habits, behaviors and cultural norms in the Chelsea community by incrementally promoting healthier lifestyle choices.”*
- Chelsea Healthy Selfies’ aim is to promote healthy behaviors in its employees and students of all ages. By using a social media platform, this intervention seeks to publish a wide variety of healthy activities engaged in by Chelsea School employees and students to the point that others will increase/positively change their healthy habits and behaviors.

List all the goals of the intervention

1. Promote healthy behaviors through social media story-telling.

SMART	Goal 1:
Specific Goal	Chelsea Healthy Selfies' aim is to promote healthy behaviors in its employees and students of all ages. By using a social media platform, this intervention seeks to publish a wide variety of healthy activities engaged in by Chelsea School employees and students to the point that others will increase/positively change their healthy habits and behaviors.
How success will be measured	15% of employees and student participation.
Describe what data will be collected and who will collect it	Luman Strong will collect 1. Units of engagement 2. Types of events (physical activity, healthy eating, community engagement, avoiding unhealthy substances) 3. Demographics of participants (adult or student, gender) 4. Location of healthy event (local or distant, nature or commercial)
Why do you think the goal is achievable?	it will be using a medium (social media through technology) that the vast majority of Chelsea students and staff use on a daily/weekly basis.
Is the timeline achievable	Yes – a full school year allows sufficient time for promotion and for participants to engage in healthy activities.

Units of Engagement

- Estimated number of CSD employees to participate: 45 (**15% of total employees**)
- Estimated number of CSD students to participate: 390 (**15% of total students**)
- Two numbers may be derived based on interpretation of the term “events”. Although the intervention is sponsoring one global event for the whole district, each participant will engage in a unique healthy event. The overall UoE could fluctuate based on time (.50 is a general prediction of the average of all possible events that participants may choose – anything from a 5 hour marathon to a 15 minute shopping trip at the farmer’s market).
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- **435 total people * 435 events * .50 = 94,613 UoE**
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- Or
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- **435 total people * 1 global event * .50 = 218 UoE**

Key Evaluation Data

1. **Units of engagement**
2. **Types of events** (*physical activity, healthy eating, community engagement, avoiding unhealthy substances*)
3. **Demographics of participants** (*adult or student, gender*)
4. **Location of healthy event** (*local or distant, nature or commercial*)

Responsible Parties & Organizations

Who will:

- Luman Strong will be responsible for implementation at the district level, including decision-making for dates, preparing presentations and data collection/analysis. Building principals (Mike Kapolka (CHS), Nick Angel (Beach Middle), Stacey Battaglia (South), and Marus Kaemming (North) will be responsible for promotion at the building levels. In addition, the various department heads (Food services, transportation, maintenance) will promote to their employees.
- Joe Tinsley (CSD technology employee) will be responsible for the necessary technology integration.
- The Chelsea Schools Wellness Committee will be responsible for continued improvement to the intervention.

What organization are involved:

1. Chelsea School District is the majority party and this intervention is already approved.
2. 3 area business support this intervention and have agreed to support financially.
3. Organizations who have committed to contribute to the intervention
 - A. Running Fit
 - B. Biggby Coffee
 - C. Jimmy John's Sandwiches

Marketing Plan

- MARKETING PLAN is:
 - ❑ Whole district emails
 - ❑ Announcements at building staff meetings
 - ❑ Promotion at administrative meetings (*to promote through department heads*)
 - ❑ Building correspondence (*newsletters, Twitter, family emails, etc.*)

Proposed Budget (Total Budget = \$ 3,850)

How **Healthy Selfie** funds from CWF will be used

Gift cards = \$3,500

How **Healthy Selfie** funds from other organizations will be used

From Running Fit, Biggby, and Jimmy Johns:

- Donated gift cards = 10% of coalition grant \$ (potentially \$350)

What programs did you use as a model for this intervention?

- 1. “I did it” in Fairbault
- <http://www.fairbaultmn.org/member-benefits/ididit/>
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- 2. Williamson & Wellness center
- <http://williamsonhealthwellness.com/healthy-selfies/>
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- 3. Healthy Selfies
- <http://healthyselfies.org/>

Has a similar intervention been done in another 5H Community?

No

Have you communicated with leaders of similar coalitions in other 5H towns?

No