# 5H COMMUNITY READ

Bill Harmer, Director, Chelsea District Library

**Intervention also funding in:**
- ❑ **Year 1: $6900**
- ❑ **Year 2: $6100**
- ❑ **Year 3: $5782**

**Amount Requested:**
**$6000.00**

**Type of intervention:**
- ❑ **Behavior**
- ❑ **Policy**
- ❑ **System**
- ❑ **Infrastructure**

# 5H Community Read

**Brief Description**

For the last year of this intervention, our goal is to reduce and raise awareness about substance abuse for individuals who are harmfully involved with alcohol, tobacco, or other drugs.

The 5H Community Read engages more than 10,000 people in the magic of reading by putting a book in their hands. Our goal is to bring Chelsea, Dexter, Grass Lake, Manchester and Stockbridge communities together in dialogue on the topic of wellness, focusing on the importance of avoiding unhealthy substances. Everyone can participate. By reading the same book, we create a common starting place to unite individuals through a shared reading experience. In addition to the book, events will be offered in all five communities to encourage people to get more physically active. The 5H Community Read is a partnership between the Chelsea-Area Wellness Foundation, the Chelsea District Library, the Dexter District Library, the Grass Lake District Library and the Capital Area District Library in Stockbridge.

Focus will be on three target audiences: the general public (adults age 25–54); Youth age 10 to 15-years-old and their families; and secondary school educators.

September through early November. There will be approximately 8 to ten programs or events.

**Link to Coalition's 1 & 5 year plans**

- Decrease the use and abuse of unhealthy substances

- Part of original five year plan to focus on the four wellness aims

- Increase opportunities to bring people together

- In the year 2 plan, the coalition noted that adult tobacco use and teen bullying remained top priorities for future interventions

- Connectedness – Intervention will take team approach by coordinating with all 5 healthy towns as well as SRSLY, schools, hospital so that intervention achieves its fullest potential

- From the BRFSS – Behavior Risk Factor Surveillance Survey – questions about cigarette use and binge drinking; From MIPHY Survey – Tobacco, drug, and alcohol use among teens

## List all the goals of the intervention

1. Reduce substance abuse for individuals who are harmfully involved with alcohol, tobacco, or other drugs.

2. Host programs/events in the community to raise awareness about substance abuse.

3. Select a book for the entire community to read to generate awareness while creating a unique space for open and sincere discussion, with the hopes of also determining possible solutions and encouraging action.

## For the primary goal provide the following information:

| SMART | Goal 1: |
|---|---|
| Specific Goal | Reduce substance abuse for individuals who are harmfully involved with alcohol, tobacco, or other drugs. |
| How success will be measured | Improvement in the level of community collaboration, ownership, and involvement in planning, implementation, and assessment; Increase in citizen participation in substance abuse prevention efforts; Change in factors contributing to and reducing the risk of substance abuse including attitudes and perceptions; Enhancement of prevention planning and prevention efforts |
| Describe what data will be collected and who will collect it | Age of onset/initiation; Frequency of use in the past 30 days; Perception of risk of harm; Perception of disapproval of use by peers and adults. Data will be collected by the library and its community planning team. |
| Why do you think the goal is achievable? | If people understand that substance abuse behavior can be prevented, they are more likely to be willing to learn how to prevent it. When people are made aware of the roles they can play in substance abuse prevention, they become more willing to get involved and lives can be saved. How – Increase understanding through varied educational efforts that replace myths with facts. |
| Is the timeline achievable | Yes, February 2015-November 2015 |

# Units of Engagement

- Estimated number of participants **(1000)**
- Estimated time each participant spends at each event (About one hour)
- Estimated number of events to be held **(4 to 10)**
- P x T x N = to  4,000 to 10,000

   *Note – if this is an infrastructure intervention, units of engagement may not be applicable*

# Key Evaluation Data

Examples of data other than participants and number of events:

- Participant surveys, variety of formats, including open-ended
- Possible focus group(s) with a small number of carefully selected people brought together to provide their opinions
- Tally number of books distributed and taken throughout community
- Post-program meetings for organizers
- Final Report: results, lessons learned, recommendations for next time

# Responsible Parties & Organizations

Who will:

Bill Harmer, the library's director, will oversee all of the details and tasks associated with managing the program. The library will also include two department heads in the planning and implementation process this year, including Keegan Sulecki (Head of Adult Services), and Karen Persello (Head of Youth & Teen Services).

There will be an oversight committee of library leaders from the five healthy towns to monitor activities, programs, and progress.

There will also be a program planning committee of library staff as well as key stakeholders (schools, health care, etc.) to plan programs, events, market, and choose a book.

**What organization are involved:**

1. Organizations whose approval is required.

- May need to get buy-in from school and hospital administrators.

2. Organizations who have committed to contribute to the intervention

- Chelsea District Library will contribute staff, and allocate a portion of the marketing and programming budget (approx. $2000)

- SRSLY Coalition will contribute staff time to planning and implementation.

- All of our partners have not been identified to date, but may include the Schools, Chamber, Senior Center, and Hospital, among others.

# Proposed Budget (Total Budget = $6000.00)

## How $6000.00 funds from CWF will be used

Examples are:

- Marketing = $1000.00
- Compensation = $1500
- Materials (books) = $3000
- Consumables = $500

## How $2000 funds from other organizations will be used

Examples are:

- Marketing = $500
- Compensation = $500
- Materials = $1000
- Consumables = $0
- Training = $0

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

American Library Association: One Book, One Community

- ala.org/programming/onebook

John Corcoran Foundation

- Reading Can Be Second Nature
- **johncorcoran**foundation.org

Library of Michigan One Book Program

- www.michigan.gov/libraryofmichigan/0, 2351,7-160-18668_26038---,00.html

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

- ❑ **Yes**
- ❑ No
- ❑ Community
- ❑ Name of Intervention

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

- ❑ Yes
- ❑ **Yes, there is a 5H working group**
- ❑ No
- ❑ Community
- ❑ Name of Intervention
- ❑ Name of individuals