



# CAMP GABIKA

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Community Education & Recreation, Chelsea School District

**Continuing or New Intervention:**

- Continuing**
- New

**Intervention also funded in:**

- Year 1: \$0
- Year 2: \$13,000
- Year 3: \$12,127
- Year 4: \$11,000
- Year 5: \$8,100

**Amount Requested:**

**\$6,000**

**Element:**

**Move More  
Eat Better  
Connect w/Others  
Avoid U/h Subst.**

# Intervention information

## Brief Description

- I. Brief description of the program or project:
  - Provide a healthy daily environment for campers with a focus on movement, healthy choices and friendship.
  - Camp Gabika focuses on providing children with a great experience during the summer months out of school.
  
- II. Target population:
  - Children in Chelsea and surrounding communities ages 5-12
  
- III. When will the intervention start and end:
  - The intervention will begin on June 19 and conclude on August 25.
  
- IV. Number of events (if applicable):
  - Camp will run Monday-Friday from 7:15 a.m. until 5:45 p.m. This is a total of 49 days of camp.

## List all the goals of the intervention

1. Educate campers about healthy decision-making
2. Encourage campers to work together and grow bonds with their peers
3. Involve the campers with the many different groups in the Chelsea area (Seniors, Library, Police & Fire Dept., SRSly, etc.)

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	Campers will learn about healthy decision-making with their food and fitness choices.
How success will be measured	We will measure the totals for our fitness goals and overall attendance/participation.
Describe what data will be collected and who will collect it	The number of healthy snacks served each day as well as hours of fitness engaged in will be collected.
Why do you think the goal is achievable?	The camp staff will be able to measure these items as a part of their daily activity. We can also make it a fun activity for campers to help measure.
Is the timeline achievable	Camp has historically run all summer long. We will be able to deliver a report at the conclusion of camp.

## Units of Engagement

**Please calculate the units of engagement for your intervention**

- Estimated number of participants (40)
- Estimated time each participant spends at each event (7 hours)
- Estimated number of events to be held (49)
- $40 \times 7 \times 49 = 13,720$

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

## Key Evaluation Data

**Please list the measures you will be using to track the impact of your intervention. Measures may include, but are not limited to:**

- Measure the total minutes of physical activity (games, walking, etc.)
- Measure the number of healthy snacks consumed
- Survey of campers and healthy decision-making
- Survey of parents and healthy decision-making at home

# Responsible Parties & Organizations

## Who will:

- Chelsea Community Education & Recreation obtains all permits and licensing for the camp
- Our paid camp director works with the enrichment coordinator to finalize schedules, calendars, and marketing
- The camp director is also in charge of any volunteers and presenters at camp
- The camp director and enrichment coordinator will work to collect and analyze data collected at the end of the camp season
- The enrichment coordinator will make the final presentation with data at the conclusion of the camp intervention

## What organization are involved:

1. Chelsea Community Education & Recreation receives both day care and site licenses from the State of Michigan for our summer camp
2. Organizations who have committed to contribute to the intervention
  - A. Chelsea Seniors, Chelsea District Library, SRSLY, Chelsea Police, Chelsea Area Fire, Waterloo Nature Area, etc.
  - B. Other funding will come from registrations and grants
  - C. Other camp volunteers may crop up or donations do show up during the course of the summer

# Marketing Plan

## How do you intend to market your intervention?

- Be sure to include the 5H logo in marketing material (email Ashley)
- Take photos of your intervention (email them to Ashley or Matt)
- Ashley will help you with “how to” add to the Facebook Page
- Email [matt@5healthytowns.org](mailto:matt@5healthytowns.org) to get events on [www.5healthytowns.org](http://www.5healthytowns.org)
  
- MARKETING PLAN is:
  - ❑ The camp skeleton schedule will be posted on our website by April 2017
  - ❑ The camp skeleton schedule will be published in our Spring/Summer 2017 Community Connections book
  - ❑ The basic information was published in our Winter 2017 Community Connections book
  - ❑ Additional flyers will be sent home to students at North Creek and South Meadows as well as sandwich boards outside the school entrances
  - ❑ Posters and flyers will be distributed around town at child and parent-specific locations

## Proposed Budget (Total Budget = \$65,000)

### How \$6,000 in funds from 5HF will be used

Examples are:

- Marketing = \$0

(will be paid for by Community Education & Recreation)

- Compensation = \$0

(5HF funds will not be used to pay any staff costs)

- Materials = \$2,000

(\$200/week to accommodate healthy snacking and education)

- Consumables = \$4,000

(swimming at Beach pool twice each week (\$1,600) and \$2,400 for field trips)

- Training = \$0

(5HF funds will not be used to pay any staff costs)

### How \$59,000 in funds from other organizations will be used

Examples are:

- Marketing = \$1,000

- Compensation = \$37,000

- Materials = \$5,000

- Consumables = \$9,000

- Training = \$1,000

- Scholarships = \$6,000