



Wellness Weekends at Polly's

Intervention Contacts

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Fiscal Agent: 5 Healthy Towns Foundation

Continuing or New Intervention:

Continuing

New

Intervention also funded in:

- Year 1: \$2000
- Year 2: \$10,000
- Year 3: \$8,578
- Year 4: \$6,000
- Year 5: \$0

Amount Requested:

\$6,045

**Element:
Eat Better**

Intervention information

Brief Description

I. Brief description of the program or project: Healthy grocery store proposes a continuation of programming at Polly's Country Market in Chelsea. Currently Chelsea Friends and Family Wellness Coalition, Washtenaw County Public Health, and Polly's Country Market have partnered to add signage about healthier food choices and in-store tours and instructional demos every other week.

II. Target population: All age groups

III. When will the intervention start and end: June 2017 - September 2017

IV. Number of events (if applicable): 13

List all the goals of the intervention

1. Educate shoppers about signage and healthier food items to make eating better an easier choice.
2. To get customers to purchase healthier foods.
- 3.
- 4.

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	Educate shoppers about signage and healthier food items to make eating better an easier choice.
How success will be measured	Success will be measured by interacting with over 50 customers for each grocery store event.
Describe what data will be collected and who will collect it	Interactions are measured by Savor Life Nutrition staff. Engaged customers will have the opportunity to complete a survey distributed and tallied by WCPH.
Why do you think the goal is achievable?	Based on existing programming this is a step forward as more people are aware of these events and available foods in Polly's Country Market.
Is the timeline achievable	Based on schedule of events. June 2017 - September 2017.

Units of Engagement

Please calculate the units of engagement for your intervention

- Estimated number of participants (P)
- Estimated time each participant spends at each event (T in hours)
- Estimated number of events to be held (N)
- $50 \times 0.1 \times 13 \times 4 = 260$

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:

- Customer interaction sheets
- Surveys counted by WCPH
- Identified food sales numbers
- Comparative data from Polly's
- Units of engagement
- Average number of prepared materials taken per event

Responsible Parties & Organizations

Who will:

- Events run by Savor Life Nutrition
- Collect data - WCPH
- Analyze data - WCPH
 - Develop plan to improve intervention - Savor Life Nutrition
 - Permission from Polly's to work inside the store.
- Keep open line of communication between all organizations involved.
 - Polly's Country Market
 - WCPH
 - Savor Life Nutrition

What organization are involved:

1. Organizations whose approval is required.
 - A. 5 Healthy Towns
 - B. WCPH
 - C. Polly's Country Market
 - D. Dietetics Students
2. Organizations who have committed to contribute to the intervention
 - A. 5 Healthy Towns
 - B. WCPH
 - C. Polly's Country Market - work and demo space, product for demos

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 Email matt@5healthytowns.org to get events on www.5healthytowns.org

- MARKETING PLAN is:
 - Social Media Strategy
 - Communications strategist
 - Contract graphic/design artist
 - Include 5H logo on all materials and at events. “Brought to you by 5HT and WCPH”.
 - Specialty signs in-store
 - Handouts, recipes, worksheets

Proposed Budget (Total Budget = 6,045)

How \$6,045 funds from 5HF will be used

Examples are:

- Marketing = \$585
- Compensation = \$3,835
- Materials = \$1,625
- Consumables = \$0
- Training = \$0

How \$0 funds from other organizations will be used

Examples are:

- Marketing = \$ 0
- Compensation = \$0
- Materials = \$ 0
- Consumables = \$0
- Training = \$0