



MANCHESTER BIG TREE SEARCH

The Manchester Mirror (734) 328-1386 Sara Swanson

Total amount granted from 5HF:
\$400.00

Total expenses paid with 5HF funds*:
\$352.49

Intervention start date: June 1, 2017	Intervention end date: August 31, 2017	Date funding received: Not yet	Element: Move More
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Units of engagements:

- Number of entries = 57
- Estimated average time each participant spent per entry = .5 hours
- $57 \times .5 = 28.5$ units of engagement

Other measures:

310 information, entry forms & paper tape measures handed out to Klager students

Goal 1: We would receive 200 entries (14% of Klager students and Mirror readers would enter)

Did the intervention meet specific goals listed on the intervention table?	No
State what you tried to accomplish	We tried to get children and adults to turn off devices and spend more time in nature by providing an incentive to measure trees.
How did you measure progress towards the goal?	By number of entries
Was the goal attainable?	No. Fewer students attended Klager than the number used in our initial calculation so a percentage of students and readers higher than 14% would have had to participate to meet our goal of 200 entries. Also, this was the first year for this intervention so the participation goal was a complete guess.
Describe how the goal was relevant to the coalition and community wellness related needs	55% of Manchester Youth get too much screen time outside of school compared to 18% county-wide. This encouraged kids to go outside to do something, screen-free, they otherwise wouldn't, measure trees.

Overall were there any major accomplishments?

- Yes
- No, BUT while we did not accomplish the participation goal I am confident that we did successfully locate largest tree in Manchester area, which although not a 5HT goal, was one of the goals of the contest.

Setbacks

Were there any setback encountered during the implementation of this intervention?

Yes

No

Year 6 Intervention Evaluation Report: Manchester Wellness Coalition



(Will provide physical copy of article)

Itemized expense report:

Expenses		In-kind	
500 48" measuring tapes*	\$76.03	Advertising space	\$560.00
310 2-sided copies & 400 paper clips*	\$94.09		
Certificate paper*	\$7.37		
Prizes*	\$175.00		
Total Expenses	\$352.49	Total In-kind	\$560.00
*Items funded by 5HT			

(No revenue)

End of Coalition Presentation

Please complete information for the entire slide deck (slides 1-18). The slide deck will be used as your intervention evaluation report for the 5 Healthy Towns Foundation. Please use your intervention table as a reference when completing the slide deck.

For the Coalition meeting you will only need to present on slides 1-11*

*Note: You do not need to complete slide 2 if this was the first year you implemented your intervention using 5HF funds. Slides 4-7 will also vary depending on the number of goals you had for your intervention.

Intervention Information

Brief Intervention Description

- I. **Primary goal:** We are tried to get everyone (including children) to turn off their electronics and explore nature by providing an incentive to investigate and interact with trees. Participants entering the contest and we were able to count entry forms to estimate time spent. Our goal was 200 entries (14% of Klager students + print edition Manchester Mirror readers). Manchester has an especially high rate of too much screen time compared to other communities in our county, this contest encouraged more outdoor time/ less screentime in a way that is novel. The contest ran all summer, June through August.
- II. **Brief description of program:** The program was designed to get all people, but especially elementary school-aged children in the Manchester area to move more, go outdoors, and spend less time on their computers and tablets by engaging them in a 3 month search for the biggest (in circumference) tree in the Manchester area. Students were provided with measuring tapes and information through the school. The contest was run by and promoted through the Manchester Mirror. Entry forms and measuring tapes were also handed out at events like the Farmers Market and Street Festival. Winners received prizes.
- III. **Target population:** Readers of The Manchester Mirror and Klager Elementary Students

Testimonials:

“We love and have enjoyed these particular trees, near our home, for many years. They are each very unique and resemble years of strength and such beauty. We had fun on this adventure” - *Lisa Turek mother of 8-year old Ella Turek who entered 3 trees*

“Thanks! Good Game! Deb's going to try to get out for more.” - *Kevin Line, father of Trent age 10, Jolene age 9, Adler age 7 and Layla age 5 all of who entered*

“Doubt this is a record, but worth the effort!” - *Sybil Kolon, adult, who along with Woody Kellum entered a 179-inch circumference White Oak*

Collaborations

Did your intervention involve collaboration with any other organizations

- Yes
- No

Please comment on the value of the collaboration

We collaborated with Klager elementary who allowed us to send forms & measuring tapes home with every student. We also collaborated with the Farmers Market who handed out measuring tapes and entry forms for us, and with the Community Resource Center who handed out entry forms and measuring tapes during the Street Festival portion of the Sesquicentennial celebration. These collaborations allowed us access to children and potential non-readers of the Mirror who wouldn't otherwise know about the contest.

Collaborations

Will the collaboration continue if the intervention continues?

- **N/A - one time intervention**

Are there additional collaborators you could work with in the future?

- **N/A - one time intervention**

Sustainability

- Does your intervention have a sustainability plan?

Yes

No

- What steps are being taken to ensure sustainability of the intervention beyond 5HF funding?

- N/A - one time intervention