

# Chelsea Friends and Family Wellness Coalition | Plan Year 6

<b>NAME OF THE INTERVENTION</b>	Healthy Grocery Store
<b>5HF Element* to Impact</b>	Eat Better
<b>Fiscal Agent</b>	5 Healthy Towns Foundation
<b>Tax I.D</b>	26-3040367
<b>Implementation Contacts (2 or more required)</b>	Courtney Stinson; Tedi Milgrom
<b>Contact phones and emails</b>	(734) 395-8469, <a href="mailto:cstinsonrd@gmail.com">cstinsonrd@gmail.com</a> 734-544-3078, <a href="mailto:milgromt@ewashtenaw.org">milgromt@ewashtenaw.org</a>
<b>Date Funding Required</b>	June 1, 2017
<b>Implementation Date</b>	Ongoing
<b>Estimated Completion Date</b>	September, 2017
<b>Total Amount Requested from 5HF</b>	\$6,045

Criteria	Descriptions
<p><b>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</b> <i>Typically one paragraph and 3-5 sentences</i> <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>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 have partnered to add signage about healthier food choices and in store tours and instruction every other week.</p>
<p><b>2. How does this intervention address the needs identified by your community and the coalition?</b> <i>Please be specific and refer to local data (i.e. HIP, MiPHY, PAC, NEAT, etc.) and/or the coalition strategic plan. Should include specific health/wellness indicators.</i></p>	<p>The intervention promotes Chelsea residents to Eat Better. 2015 HIP data shows that only 22% of adults and 23% of youth get the recommended 5 or more servings of fruits and vegetables per day. Results from the 2016 NEAT show that Chelsea received a rating of 44% (not at all supportive) for its grocery stores/supermarkets and recommended that the community work with our local grocery stores to offer more healthy options at a reasonable cost.</p>
<p><b>3. What are the specific goals for the intervention?</b> <i>Specific goals: For each goal address these 5 points so that the goals are SMART goals</i></p> <ul style="list-style-type: none"> <li>• <i>State what you are trying to accomplish,</i></li> <li>• <i>How you will measure progress toward and accomplishment of your goal</i></li> </ul>	<p>Our first goal is to educate shoppers about the signage and healthier food items to make eating better an easier choice. Success will be measured by interacting with 50 customers over the course of each four-hour grocery store event. Interactions are measured by Savior Life staff (see below for a sample sheet). Engaged customers will also have the opportunity to complete a survey distributed and tallied by Washtenaw County Public Health. We will be working to develop this survey with WCPH and 5HF,</p>

<ul style="list-style-type: none"> <li>• <i>Who is responsible for collecting the data?</i></li> <li>• <i>Why you think the goal is attainable</i></li> <li>• <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i></li> <li>• <i>What is the timeframe for achieving the goal?</i></li> <li>• <i>See <a href="http://www.wikihow.com/Set-SMART-Goals">http://www.wikihow.com/Set-SMART-Goals</a></i></li> </ul>	<p>which will be used starting June 2017.</p> <p>The second goal is to get customers to purchase healthier foods. We will track identified canned and frozen food items promoted at demonstrations. Sales will be compared to the average number of items sold on a regular basis. Savor Life staff will collect the data and WCPH will analyze it. The timeframe for comparison will be established through recommendations from Polly’s staff. Sales numbers will be provided by Polly’s Country Market.</p>
<p><b>4. What key data will be collected, analyzed, and used to evaluate the intervention?</b></p> <p><i>Should include:</i></p> <ul style="list-style-type: none"> <li>• <i>Units of Engagement</i></li> </ul> <p><i>Might also include survey data, and other measures such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>Customer Interaction sheets from Savior Life Nutrition Surveys counted by Washtenaw County Public Health.</p> <p>Identified food item sales numbers and comparative data from Polly’s Country Market.</p> <p>Units of Engagement</p> <p>The average number of prepared materials (recipes, cooking tips, nutrition information) taken per event.</p>
<p><b>5. What are the estimated Units of Engagement for the intervention?</b></p> <p><i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i></p> <p><i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>UNITS OF ENGAGEMENT DO NOT NEED TO BE CALCULATED FOR INFRASTRUCTURE (i.e. parks, sidewalks, trails, etc).</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>The target interactions of 50 people x .1 x 13 events x 4 hours = 260 Units of Engagement for in-store demonstrations and events</p>
<p><b>6. Who (specifically) will be responsible for what</b></p>	

<p><b>aspects of intervention implementation?</b>  <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> <li>• <i>Obtaining all required permits and permissions and all other communication required</i></li> <li>• <i>Deciding on dates, times, locations</i></li> <li>• <i>Marketing – both developing and distributing marketing materials</i></li> <li>• <i>Recruiting necessary volunteers</i></li> <li>• <i>Developing tools to collect data and pictures</i></li> <li>• <i>Analyzing data collected</i></li> <li>• <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i></li> <li>• <i>Preparing and presenting presentations and reports</i></li> <li>• <i>All other specific tasks for this intervention to be successful.</i></li> </ul>	<p>Deanna Denny and/or other dieticians managed by Courtney Stinson are responsible for coordination, execution and data management of in store events. Savor Life Nutrition is responsible for the production, installation and/or distribution of marketing materials Polly’s Country Market is responsible for providing event space, food for events, a licensed kitchen and tracking sales of identified items.</p> <p>Washtenaw County Public Health is responsible for distributing, collecting and analyzing surveys issued to customers.</p> <p>5 Healthy Towns Foundation is responsible for handling fiscal duties.</p> <p>Ms. Stinson is responsible for preparing follow up reports for the coalition and 5 Healthy Towns Foundation.</p>
<p><b>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention?</b>  <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn’t been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>Healthy Grocery Stores requires continued cooperation from Polly’s Country Market in Chelsea.</p>
<p><b>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability).</b>  <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>Washtenaw County Public Health will provide funding for the program through a \$10,000 Building Healthier Communities grant from BCBS.</p> <p>Healthy Groceries will also pursue additional funding from Polly’s Country Market- Corey Kennedy.</p>
<p><b>9. If this is a continuing intervention:</b>  A. How many years has this intervention been funded</p>	<p>Healthy Grocery Stores has been funded four times (PYs 1 ,2 ,3 ,4) with no received funding in plan year five.</p>

<p>by the coalition?                  B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to 5HF?  <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to 5HF?</i>                  C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).                  D. Has the amount requested from the coalition increased or decreased? Why?                  E. How many more years will this intervention request funds from the coalition?</p>	<p>Outcomes from the program were most recently reported to the coalition in October, 2016. An interim report will be submitted to 5HF in April, 2017.                  The program is improving its evaluation through the addition of interaction tally sheets, surveys conducted by Washtenaw County Public Health and sales numbers from Polly’s Country Market. WCPH also committed \$10,000 for this program. Increased regular programming will allow the program to reach more customers on a regular basis. One new program being added will be Shop with a Dietitian. This will allow customers to come in with their grocery lists and work with the Dietitian to help them make healthier choices and recipe recommendations.                  The requested amount increased \$45 from PY4 as a result of increased regular programming and signage.                  Long term funding from the coalition will be determined by the intervention’s ability to secure funding from Polly’s Country Market and outside grants.</p>
<p><b>10. Does your intervention have a sustainability plan?</b>  <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>The sustainability of the Healthy Grocery Store intervention is dependent on funding provided by grants and from Polly’s Country Market. Without funding from these sources the program will lack sustainability.                   The long-term goal is to provide evidence to Polly’s that Healthy Grocery programming is worth funding through operating costs.</p>
<p><b>11. Provide citation(s) of similar programs used as a model in developing this intervention.</b></p>	<p><a href="http://www.todaysdietitian.com/news/exclusive0711.shtml">http://www.todaysdietitian.com/news/exclusive0711.shtml</a>  <a href="http://www.nytimes.com/2012/08/25/business/dietitians-pay-off-forsupermarkets.html?_r=0&amp;adxnnl=1&amp;pagewanted=2&amp;adxnnlx=1391367848-XzhC7EzHCQJcD3M83TVg">http://www.nytimes.com/2012/08/25/business/dietitians-pay-off-forsupermarkets.html?_r=0&amp;adxnnl=1&amp;pagewanted=2&amp;adxnnlx=1391367848-XzhC7EzHCQJcD3M83TVg</a>  <a href="http://health.usnews.com/health-news/health-wellness/articles/2013/03/07/meet-the-supermarket-dietitian?page=2">http://health.usnews.com/health-news/health-wellness/articles/2013/03/07/meet-the-supermarket-dietitian?page=2</a>                  Wansink, Brian (2006), “Nutritional Gatekeepers and the 72% Solution”, Journal of the American Dietetic Association, 106:9 (September), 1324-6  <a href="http://www.nytimes.com/2009/03/17/health/17well.html">http://www.nytimes.com/2009/03/17/health/17well.html</a>  <i>Safety, Nutrition and Health in early Education</i>, by Catherine Robertson  <a href="http://www.thefoodtrust.org">www.thefoodtrust.org</a>- New York Healthy Food and Healthy Communities Fund  <a href="http://www.fruitsandveggiesmorematters.org">www.fruitsandveggiesmorematters.org</a>  <a href="http://whatworksforhealth.wisc.edu/program.php?t1=21&amp;t2=12&amp;t3=74&amp;id=267">http://whatworksforhealth.wisc.edu/program.php?t1=21&amp;t2=12&amp;t3=74&amp;id=267</a></p>

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~ INSERT A BUDGET which shows all expenses, revenue and in-kind contributions\*. Please also indicate which expenses will be covered by the funds from the 5 Healthy Towns Foundation.

\* Note: Examples of in-kind contributions include volunteer hours, use of space, items, etc.

**Total Budget: \$6,045 – 5 Healthy Towns Foundation to go towards in-store demonstrations and events**

- Marketing (development and printing of educational materials i.e. handouts, flyers, social media, = \$585
- Compensation (hours Dietitians are in store) = \$3,835
- Materials (event materials i.e. table cloth, Polly the Macaw, Tables) = \$1,625
- Consumables = \$0
- Training = \$0

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$6,045	100%
Total funds from other sources	\$0	0%
Marketing/Advertising	\$585	
Compensation – to one or more people	\$3,835	
Infrastructure (structure that lasts 5 years or more)		
Other expenses	\$1,625	

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1	<u>\$2,000</u>	<u>\$2,000</u>	<u>0</u>	<u>0</u>
Year 2	<u>\$10,000</u>	<u>\$10,000</u>	<u>0</u>	<u>0</u>
Year 3	<u>\$8578</u>	<u>\$8578</u>	<u>0</u>	<u>0</u>
Year 4	<u>\$6,000</u>	<u>Ongoing</u>		
Year 5	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>