

# Chelsea Friends and Family Wellness Coalition | Plan Year 6

<b>NAME OF THE INTERVENTION</b>	Farmers Market
<b>SHF Element* to Impact</b>	Healthy Eating, connect with others
<b>Fiscal Agent</b>	St Joseph Mercy Chelsea Hospital
<b>Tax I.D</b>	38-2635765
<b>Implementation Contacts (2 or more required)</b>	Stephanie Willette and Reiley Curran
<b>Contact phones and emails</b>	Stephanie: <a href="mailto:coordinator@chelseafarmersmkt.org">coordinator@chelseafarmersmkt.org</a> (616) 734-9123 Reiley: <a href="mailto:Reiley.curran@stjoeshealth.org">Reiley.curran@stjoeshealth.org</a>
<b>Date Funding Required</b>	October 2017
<b>Implementation Date</b>	Year round
<b>Estimated Completion Date</b>	Year round
<b>Total Amount Requested from SHF</b>	\$21,692

Criteria	Descriptions
<p><b>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</b></p> <p><i>Typically one paragraph and 3-5 sentences</i> <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>The Chelsea Farmers Market and Bushed Basket Markets act as a place for Chelsea residents and surrounding communities to acquire healthy, fresh food and receive health education through our events and activities. The markets provide the opportunity for local businesses to sell quality products from fresh produce to hand-made crafts. We also act as a business incubator for new craft and food business owners, and provide a space for long time vendors to make a living selling products. The markets strive to increase access to fresh fruits and vegetables through our numerous food assistance programs. Target population: all ages</p>
<p><b>2. How does this intervention address the needs identified by your community and the coalition?</b></p> <p><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>With a highly accessible and visible venue and marketing support, we can provide an alternative hub for local, healthy food distribution. Our intervention addresses the Coalition’s goals of (a) increasing the number of individuals working toward and maintaining a healthy weight, and (b) improving the availability and consumption of healthy foods, and (c) providing support and strategies for social and emotional wellbeing. The following are facts from the 2015 Western Washtenaw region of the Health Improvement Plan survey that are being addressed:</p> <ul style="list-style-type: none"> <li>• 30% of adults in Chelsea/Dexter reported having high blood pressure, 25% high cholesterol, 6% diabetes, and 37% were either overweight or obese. The market offers healthy food and education about how eating can have a positive effect on health through our healthy demonstration tables and market literature. Our</li> </ul>

	<p>Prescription for Health Program specifically targets adults at risk for these diseases and gives education and incentive for changing eating/lifestyle habits.</p> <ul style="list-style-type: none"> <li>• 15% of residents eat fast food 2+ times a week, and 19% claim to eat it 1 time a week. The markets provide a place to purchase healthy whole foods at an affordable price. We offer recipes and tastings/cooking tips through our food demos.</li> <li>• 78% of our residents eat less than 5 servings of fruits and vegetables a day. With the majority of our vendors being produce vendors, providing vegetables at different price points, and a food demonstration area, we increase produce purchases and provide convenient access by car, bus, biking and walking.</li> </ul>
<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> <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>	<ul style="list-style-type: none"> <li>• The markets' main mission is to encourage health and provide fresh, local and healthy food options for Chelsea residents. To do this sustainably, we have broken our mission into several goals. Goals: (1) Increase food access, using our food assistance programs, especially for those with low income or at risk for chronic disease caused by eating and exercise habits. (2) Focus on market stability by increasing customer and vendor attendance, recruiting new quality vendors, maintaining consistent income for vendors, and hosting summer and winter markets (3) Work toward an effective governance structure by giving more guidance to the Market Advisory Committee, and recruiting regular volunteers (4) Find a long term or permanent location for the markets by working with city council and the DDA on developing the current site, and improving the site infrastructure. This summer the city is investing in developing a community use space at the Palmer Lot, so we feel we are moving toward this goal (5) Develop other funding sources for the markets through our annual dinner, vendor fees, donations, and sponsorships.</li> <li>• We will use customer and vendor surveys, reporting from vendors, and our own counts of customers and vendors to measure progress.</li> <li>• The market manager, Stephanie Willette, is responsible for collecting data</li> <li>• The market has been in operation for over 25 years and has a strong history of success</li> <li>• Increases produce consumption and benefits of eating healthy food. Fosters a community of wellness and healthy lifestyles</li> <li>• Both markets run May through October. There are 26 market days for each Sat and Wednesday market, which occur weekly from early May through the end of October. Each market lasts 4 hours (Wed) and 5 hours (Sat). Our winter market continues indoors year round Nov – April.</li> </ul>
<p><b>4. What key data will be collected, analyzed, and used to evaluate the intervention?</b>  <i>Should include:</i></p> <ul style="list-style-type: none"> <li>• <i>Units of Engagement</i></li> </ul>	<ul style="list-style-type: none"> <li>• Impact of market on healthy eating for customers (customer survey questions about ease of access, price, availability, if there was an effect on diet. etc)</li> <li>• Number of healthy events and activities provided by the market and number of customers engaged</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>	<ul style="list-style-type: none"> <li>• Customer counts for every market</li> <li>• Vendor income</li> <li>• Income from food assistance programs toward the market’s gross sales</li> <li>• Number of vendors selling produce, meat, eggs/dairy, baked goods, organic food, honey/jam, and crafts. Also the percentage of produce vendors vs overall vendor makeup.</li> </ul>
<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>Summer Market Saturday: <math>630(P) \times .3(T) \times 26(N) = 4,914</math>          Summer Market Wednesday: <math>270(P) \times .3(T) \times 26(N) = 2,106</math>          Winter Market: <math>200(P) \times .3(T) \times 24(N) = 1,440</math>          Mobile Markets (in Stockbridge, Grass Lake and Manchester): <math>8(P) \times .05(T) \times 24(N) = 9.6</math>          Farm to Table dinner: <math>175(N) \times 2(T) \times 1(N) = 350</math>          CSA fair: <math>75(N) \times (.25) \times 1(N) = 18.75</math>  <b>TOTAL UNITS OF ENGAGEMENT = 8,838</b></p>
<p><b>6. Who (specifically) will be responsible for what aspects of intervention implementation?</b></p> <p><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</i></li> </ul>	<ul style="list-style-type: none"> <li>• Stephanie Willette, market manager, obtains required permits</li> <li>• Market Advisory Committee decides the date and time</li> <li>• Stephanie Willette, and event partners like the library, Faith in Action, St Joseph Mercy Chelsea, etc will be in charge of marketing</li> <li>• Stephanie will recruit volunteers</li> <li>• Stephanie, volunteers and interns will collect data and take pictures</li> <li>• Stephanie and Autumn Orta (Comm. Health Improv. Dept. Secretary) will analyze data</li> <li>• Stephanie, Reiley Curran, 5H Towns Farmers Market group, and the Market Advisory Committee will develop plans for ongoing intervention</li> <li>• Stephanie will prepare and present reports</li> </ul> <p>If Stephanie is unable to operate the market for any reason (vacation, illness, etc) there are two people who may take over responsibilities at any time. (1) A community health advocate, who attends every market on behalf of Prescription for Health. (2) Market assistant, paid for 100 hours</p>

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<p><i>reports</i></p> <ul style="list-style-type: none"> <li>• <i>All other specific tasks for this intervention to be successful.</i></li> </ul>	<p>of work with the market to provide general support, using CWF funds.</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>Yes</p> <ul style="list-style-type: none"> <li>• City of Chelsea: will formally request permission in February</li> <li>• Host site (TBD): since the market needs to move for the 2017 season, we will need permission from the host site (library or Chelsea State Bank). Currently in discussions, will know for certain by February.</li> </ul>
<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>	<ol style="list-style-type: none"> <li>1. St Joes Chelsea Hospital. Reiley Curran, Autumn Orta, and dietician. Fiscal agent, help with accounting, and blood sugar/blood pressure checks at market.</li> <li>2. Washtenaw County Health Dept. Ariane Reister and Sharon Sheldon. Prescription for Health tokens and volunteers at market. Also healthy demonstrations.</li> <li>3. Chelsea Chamber of Commerce. Bob Pierce. Music, and advisor to market.</li> <li>4. Chelsea City Council. Cheri Albertson, market's liaison to city council.</li> <li>5. Faith in Action. Nancy Paul. Partner in Prescription for Health Program.</li> <li>6. Chelsea Update. Lisa Allmendinger. Help with marketing.</li> <li>7. 5 Healthy Towns through the Wellness Coalition. Ashley Tomasi and other market managers. Exchange ideas for markets in the area. Help with long term planning.</li> <li>8. Fair Food Network for the Double Up Food Buck program. Elissa Tribull. Provides market tokens and funding for DUFB program.</li> <li>9. Market Advisory Committee, includes long time vendors and city reps. Advises on on-going performance</li> <li>10. Camp Gabika. Andrew Thomson. Campers visit the market in the summer.</li> <li>11. MIFMA. Sydney Dabien. Training and technical support. Assistance with Double Up Food Bucks.</li> <li>12. Aging and Adult Services Agency. Sherrie King. Senior Project Fresh program.</li> <li>13. MI Dept of Health and Human Services. Lissa Smith. WIC Project Fresh program.</li> <li>14. University of Michigan. Intern support.</li> <li>15. Mothers of Preschoolers (MOPS). Children's activities at market.</li> <li>16. Garden Club. Charlene Harris. Garden edu and activities at market. Possible funding for children's booth.</li> <li>17. Chelsea Schools. Judee Lonnemo. Facility rental for winter market.</li> </ol>
<p><b>9. If this is a continuing intervention:</b>  A. How many years has this intervention been funded</p>	<p><b>A.</b> This is our 6<sup>th</sup> year.  <b>B.</b> Yes</p>

<p>by the coalition?</p> <p>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></p> <p>C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).</p> <p>D. Has the amount requested from the coalition increased or decreased? Why?</p> <p>E. How many more years will this intervention request funds from the coalition?</p>	<p>C. Over the past six years, the intervention has changed a lot.</p> <ul style="list-style-type: none"> <li>• It has gone from a summer market to a year round market.</li> <li>• The market has grown in customer attendance by over 3,000 individual visits per year since 2013.</li> <li>• We have increased the number of food assistance programs offered from one (SNAP) to five (SNAP, Double Up Food Bucks, WIC Project Fresh, Senior Project Fresh, and Prescription for Health).</li> <li>• We have added more healthy education events, including a weekly children's health edu tent and monthly cooking demos</li> <li>• The market manager's role has expanded from part time to full time, in order to help implement food assistance programs in the other 5 Healthy Towns, increasing food access.</li> </ul> <p>This year, the intervention will be improved in the following ways:</p> <ul style="list-style-type: none"> <li>• Increase food assistance participants in Chelsea by adding another referral agency for the Prescription for Health program</li> <li>• Continue current and add new healthy education events and marketing, by coordinating with the 5HT farmers markets on planning/resources</li> <li>• Work with other towns to implement food assistance programs modeled after Chelsea's system: Dexter – PFH and SNAP; Manchester – WIC and SNAP. Maybe DUFB. Grass Lake – program similar to PFH.</li> </ul> <p>D. Increased. Last year we were able to supplement part of the manager's salary with funding from vendor fees and fundraisers. However, since the position has changed to full time to include working with all 5HT markets on implementing food access programs <i>in addition</i> to the regular Chelsea market manager role, the hours have increased significantly. St Joes has contributed funding toward these extra hours, but since responsibilities and scope have increased we are asking for more hours to be covered by the coalition grant. Our ask is more similar to 2 years ago, when we requested enough to cover 20 hrs/wk.</p> <p>E. The market will always be dependent on grants and outside funding to operate. We will continue to ask for coalition funding, although we will seek to decrease our ask and look for more diverse sources of income.</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>Yes. If we do not receive grant funding, we will continue to run the market but reduce the number of activities, marketing and food assistance programs that we run.</p>
<p><b>11. Provide citation(s) of similar programs used as a model in developing this intervention.</b></p>	<p>Growing Hope and MIFMA provide resources and technical assistance.</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.

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	<b>21,692</b>	<b>30%</b>
Total funds from other sources	<b>53,440</b>	<b>70%</b>
Marketing/Advertising	<b>3,010 (other sources)</b>	<b>4%</b>
Compensation – to one or more people	<b>18,720 Manager (Coalition)</b> <b>1,000 Market assistant (Coalition)</b> <b>25,740 Manager (other sources)</b> <b>1,500 Food demo (other sources)</b> <b>1,000 Kids booth (other sources)</b>	<b>66% of total budget</b> <b>of which</b> <b>27% requested from Coalition</b> <b>39% requested from other</b> <b>sources</b>
Infrastructure (structure that lasts 5 years or more)	<b>\$0 (city is building the community use space we will use in the future)</b>	
Other expenses	<b>1,972 Admin 10% of request (Coalition)</b>	<b>2% of total budget</b>

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1	<u><b>14,440</b></u>	<u><b>14,440</b></u>	<u><b>0</b></u>	<u><b>0</b></u>
Year 2	<u><b>19,470</b></u>	<u><b>19,470</b></u>	<u><b>0</b></u>	<u><b>0</b></u>
Year 3	<u><b>22,858</b></u>	<u><b>22,858</b></u>	<u><b>0</b></u>	<u><b>0</b></u>
Year 4	<u><b>17,190</b></u>	<u><b>17,190</b></u>	<u><b>0</b></u>	<u><b>0</b></u>
Year 5	<u><b>9,000 + 14,880</b></u>	<u><b>9,000 + 14,880</b></u>	<u><b>0</b></u>	<u><b>0</b></u>

Expense	Budget	Source	Estimated income	Source
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Manager Salary	18,720	5HT FM grant	\$21,692	5HT FM Grant
Manager Salary and Benefits	25,740	SJMC CB	\$26,440	SJMC CB
Mileage	700	SJMC CB	\$10,000	Summer vendor fees
Market Assistant Salary	1,000.00	5HT FM grant	\$5,100	Winter vendor fees
Print ads, signs, fliers	1,800.00	Vendor Fees	\$1,600	Chelsea market fundraiser
Chelsea Update - Summer weekly listing	480.00	Vendor Fees	\$3,000	5HT farm to table dinner
Supplies - misc.	450.00	Vendor Fees	\$1,000	Garden Club Grant
MIFMA and Chamber Membership Dues	575.00	Vendor Fees	\$6,000	Customer payments for mobile winter market
Entertainment	2,400.00	Vendor Fees		
Website Maintenance	180.00	Vendor Fees		
Space Rental	50.00	Vendor Fees		
PO Box Rental	60.00	Vendor Fees		
Print ads, signs, fliers (winter market)	250.00	Winter Market Vendor Fees		
Chelsea Update - weekly articles (winter market)	480.00	Winter Market Vendor Fees		
Supplies - misc. (winter market)	100.00	Winter Market Vendor Fees		
Space Rental (winter market)	4,130.00	Winter Market Vendor Fees		
Food Demos - state license	70.00	Fundraiser		
Food Demos - supplies	500.00	Fundraiser		
Food Demos - instructor fee	1,500.00	Fundraiser		
Kids tent coordinator salary and supplies	1,000.00	Garden Club		
Mobile Winter Market - vendor reimbursement	6,000.00	Customer payments		
Mobile Winter Market - advertising	100.00	Vendor fees		
Admin 10% of 5HT FM grant request	1,972.00	5HT FM grant		
Admin 10% of remainder of budget	4,656.00	Vendor Fees or Fundraiser		
<b>Total Expenses Oct 2017- Oct 2018</b>	<b>72,913</b>		<b>\$75,132</b>	<b>Total income Oct 2017 - Oct 2018</b>