

# Stockbridge Wellness Coalition | Plan Year 7

SECTION 1	INTERVENTION INFORMATION
<b>NAME OF THE INTERVENTION</b>	SAWC Marketing and Sponsorships
<b>5HF Element to Impact: Eat Better, Move More, Connect with Others in Healthy Ways, Avoid Unhealthy Substances (select minimum of 1)</b>	Marketing/Sponsorships and CWO
<b>Fiscal Agent</b>	5 Healthy Towns Foundation
<b>Tax I.D</b>	
<b>Implementation Contacts (2 or more required)</b>	Jo Mayer, Suzi Greenway
<b>Contact phones and emails</b>	<a href="mailto:jormayer76@gmail.com">jormayer76@gmail.com</a> ; <a href="mailto:suznort@juno.com">suznort@juno.com</a>
<b>Date Funding Required</b>	October 2018
<b>Implementation Date</b>	October 2018
<b>Estimated Completion Date</b>	July 2019
<b>Total Amount Requested from 5HF</b>	\$2,000

SECTION 2	CRITERIA
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 (3-5 sentences)</i>  <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>SAWC proposes setting aside funding to go towards marketing initiatives and sponsorships to increase the branding and awareness of the coalition in the Stockbridge area. We propose funding go towards the following:</p> <ul style="list-style-type: none"> <li>○ Annual Sponsorship for the Stockbridge Community News</li> <li>○ Banner advertisement on Stockbridge Community News for the Open Air Market of Stockbridge</li> <li>○ Sponsorship for the annual Stockbridge Festival of Tables</li> <li>○ Stockbridge Area Arts Festival Chorus</li> <li>○ Sponsor a youth basketball team</li> <li>○ Giveaways</li> </ul>
<p><b>2. How does this intervention address the needs</b></p>	<p>The intervention aligns with Goals 2) Raise community awareness of SAWC wellness</p>

<p><b>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>interventions and 3) Increase active coalition participation and membership. Sponsoring these items will assist the coalition in getting its name out in the community, as well as increase exposure to the 5H logo.</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> <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>Our goal is to increase awareness of SAWC and its initiatives in the Stockbridge community</p> <p>Measures could include number of brochures distributed to community members at the chorus concert or Festival of Tables and attendance at coalition meetings and related events/interventions, the number of newspapers distributed with our ad, t-shirts with the 5H logo and SAWC materials distributed at games.</p>
<p><b>SECTION 3</b></p>	<p><b>MEASUREMENT/DATA</b></p>
<p><b>1. 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> <p><i>Might also include survey data, and other measures such as number of participants, pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p># of SAWC brochures distributed/ promotional material distributed, attendance at meetings and coalition events/interventions, number of newspapers distributed with SAWC ads, number of kids on a team and the number of games they were at, number of shirts with 5H logo distributed.</p>
<p><b>2. What are the estimated Units of Engagement for the intervention?</b>  <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>  <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</i></p>	<p>N/A</p>

<p><i>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><b>SECTION 4</b></p>	<p><b>COLLABORATION</b></p>
<p><b>1. Who (specifically) will be responsible for what 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>Jo Mayer and Suzi Greenway will work together to keep track of data and complete the appropriate paperwork.          Jo and Suzi will collect information on the number of items (brochure and promo) distributed.          5HF staff will keep track of meeting attendance          Intervention leads will report on participation</p>
<p><b>2. 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>No</p>
<p><b>3. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program</b></p>	<p>Open Air Market of Stockbridge, Stockbridge Community News, Stockbridge Area Arts Council, Stockbridge Area Education Foundation, Stockbridge Community Education</p>

<p><b>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><b>SECTION 5</b></p>	<p><b>SUSTAINABILITY</b></p>
<p><b>1. If this is a continuing intervention:</b>  A. How many years has this intervention been funded 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>Yes. This will be the second Year.  Updates are shared with the Coalition during monthly meetings. A final report will be submitted to 5HF in August 2018.  The Coalition has worked to identify high traffic and visible events and items to select for this intervention. Sponsorship for Stockbridge Community News has been very beneficial in raising awareness and getting the word out about SAWC and its initiatives. The Festival of Tables draws in hundreds of local residents annually.  Decreased. The Bridge to Wellness Challenge was highly successful. For its second year it is planning to include additional funding for marketing in their request to 5HF (separate intervention table).  Billboards will span into this upcoming year and will not be included in the request.</p>
<p><b>2. 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>SAWC would not be able to implement the items proposed without funding from 5HF</p>
<p><b>3. Provide citation(s) of similar programs used as a model in developing this intervention.</b></p>	<p>Grass Lake Coalition’s success with their support of events and sponsorships in their community, plus SAWC’s previous year’s sponsorships/marketing initiative</p>

~ 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.

Item	Expense
Stockbridge Community News Sponsorship	\$500
Banner Advertisement in Stockbridge Community News for OAM	\$800
Sponsorship for Festival of Tables + decorations	\$320
Stockbridge Area Arts Council Festival Chorus	\$100
Sponsor a youth basketball team	\$150
SAWC giveaways	\$130
<b>Total</b>	<b>\$2,000</b>

Also provide the information in the two tables below

SECTION 6	INTERVENTION	BUDGET
Budget Summary	Amount	Percentage
Amount of funds from Coalition	<b>\$2,000</b>	<b>100%</b>
Total funds from other sources		
Marketing/Advertising		
Compensation – to one or more people		
Infrastructure (structure that lasts 5 years or more)		
Other expenses		

Stockbridge Wellness Coalition | **Plan Year 7**

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<b>Plan Year</b>	<b>Amount granted</b>	<b>Amount Spent</b>	<b>Amount carried over</b>	<b>Amount returned to 5HF</b>
Year 1				
Year 2				
Year 3				
Year 4				
Year 5				
Year 6	<b><u>\$3,750</u></b>			