

Chelsea Friends and Family Wellness Coalition | Plan Year 7

NAME OF THE INTERVENTION	Chelsea and Bushel Basket Farmers Markets
SHF Element* to Impact	Eat Better, Move More, Connect with Others in Healthy Ways
Fiscal Agent	St Joseph Mercy, Chelsea
Tax I.D	38-2635765
Implementation Contacts (2 or more required)	Emily Griswold, Reiley Curran
Contact phones and emails	Emily.Griswold@stjoeshealth.org, Reiley.curran@stjoeshealth.org
Date Funding Required	October 2018
Implementation Date	October 2018
Estimated Completion Date	October 2019
Total Amount Requested from SHF	\$16,500

Criteria	Descriptions
<p>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</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 and Bushel Basket Markets act as a place for Chelsea residents and surrounding communities to acquire healthy, fresh food and receive health education through our Healthy Demonstrations. 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. Target population: all ages</p>
<p>2. How does this intervention fit into the 1 and 5 year goals and plans of the Coalition?</p> <p><i>Please be specific and refer to the current documents stating the Coalition's 1 and 5 year plans and goals.</i> <i>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"> • 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 Prescription for Health Program specifically targets adults at risk for these diseases and gives education and incentive for changing eating/lifestyle habits.

	<ul style="list-style-type: none"> • 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. • 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.
<p>3. What are the specific goals for the intervention? <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"> • <i>State what you are trying to accomplish,</i> • <i>How you will measure progress toward and accomplishment of your goal</i> • <i>Who is responsible for collecting the data?</i> • <i>Why you think the goal is attainable</i> • <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i> • <i>What is the timeframe for achieving the goal?</i> • <i>See http://www.wikihow.com/Set-SMART-Goals</i> 	<ul style="list-style-type: none"> • 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) 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 (2) Work toward an effective governance structure by giving more guidance to the Market Advisory Committee, recruiting regular volunteers, and transitioning under one fiscal agent (St Joseph Mercy Chelsea). (3) Find a long term or permanent location for the markets by working with city council and the DDA on developing the current site, improving the site infrastructure, collecting data that proves our location is good for us and the city, and exploring other possible options in case this one doesn't work out. (4) Develop other funding sources for the markets through our annual dinner, vendor fees, donations, and sponsorships. • We will use customer and vendor surveys, reporting from vendors, and our own counts of customers and vendors to measure progress. • The market manager, Emily Griswold, is responsible for collecting data • The market has been in operation for over 25 years and has a strong history of success • Increases produce consumption and benefits of eating healthy food. Fosters a community of wellness and healthy lifestyles • Both markets run May through October, and the Saturday market continues indoors, November – April. There are 25 market days for each summer 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). There are 21 market days for the winter market lasting 5 hours.
<p>4. What are the key data that will be collected, analyzed, and used to evaluate the intervention? <i>Should include:</i></p> <ul style="list-style-type: none"> • <i>Units of Engagement</i> <p><i>Might also include survey data, and other measures</i></p>	<ul style="list-style-type: none"> • 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) • Number of Healthy Demonstrations provided by the market and number of customers engaged • Customer counts for every market • Income from cash toward the market's gross sales

<p><i>such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<ul style="list-style-type: none"> • Income from food assistance programs toward the market’s gross sales • 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.
<p>5. What are the estimated Units of Engagement for the intervention? <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>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>Saturday: 650 people x 25 markets x .25 hours = 4,063 Wednesday: 340 people x 25 markets x .25 hours = 2,125 Winter: 169 people x 21 markets x .25 hours = 887 TOTAL: 7,075</p>
<p>6. Who (specifically) will be responsible for what aspects of intervention implementation? <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> • <i>Obtaining all required permits and permissions and all other communication required</i> • <i>Deciding on dates, times, locations</i> • <i>Marketing – both developing and distributing marketing materials</i> • <i>Recruiting necessary volunteers</i> • <i>Developing tools to collect data and pictures</i> • <i>Analyzing data collected</i> • <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i> • <i>Preparing and presenting presentations and reports</i> • <i>All other specific tasks for this intervention to be successful.</i> 	<ul style="list-style-type: none"> • Emily Griswold, market manager, obtains required permits • Market Advisory Committee and the vendors work with Emily Griswold to decide the dates and time • Emily Griswold, and event partners like the library, Faith in Action, St Joseph Mercy Chelsea, etc will be in charge of marketing • Emily will recruit volunteers • Emily, volunteers and interns will collect data and take pictures • Emily and Autumn Orta (Comm. Health Improv. Dept. Secretary) will analyze data • Emily, Reiley Curran, 5H Towns Farmers Market group, and the Market Advisory Committee will develop plans for ongoing intervention • Emily will prepare and present reports <p>If Emily is unable to operate the market for any reason (vacation, illness, etc) there are three 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 of work with the market to provide general support, using CWF funds. (3) One month intern, full time, from Kalamazoo College</p>

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<p>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention? <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. City of Chelsea for use of Palmer Lot or Library lot, and Chelsea State Bank for use of their parking lot at Old US 12 and M-52. Both granted for 2017, and both were successful.</p> <p>Chelsea School District for rental of WSEC at reduced rate for winter market.</p>
<p>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). <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"> 1. St Joes Chelsea Hospital. Reiley Curran, Katie Fendt, Autumn Orta, Christian Calaguas and Janine Staudinger. Fiscal agent, food assistance program support, help with accounting, and blood sugar/blood pressure checks at market. Additional staff support provided in-kind by SJMC. 2. Washtenaw County Health Dept. Ariane Reister. Prescription for Health tokens and volunteers at market. Also healthy demonstrations. 3. Chelsea Chamber of Commerce. Monica Monsma. Music, and advisor to market. 4. Chelsea City Council. Cheri Albertson, market's liaison to city council. City is owner of Palmer Lot property. 5. Faith in Action. Nancy Paul. Partner in Prescription for Health Program. 6. 5 Healthy Towns through the Wellness Coalition. Ashley Tomasi, Lindsey Way, and other market managers. Exchange ideas for markets in the area. Help with long term planning. 7. Growing Hope. Amanda Edmonds. Farmers market consultant. 8. Fair Food Network for the Double Up Food Buck program. Rebecca Pena. Provides market tokens and funding for DUFEB program. 9. Kalamazoo College. Pam Sotherland. Providing an intern for the market this summer. 10. Market Advisory Committee, includes long time vendors and city reps. Advises on on-going performance 11. Gabika. Andrew Thomson. Campers visit the market in the summer. 12. MIFMA. Yadira Perez. Training and technical support. 13. Aging and Adult Services Agency. Sherrie King. Senior Project Fresh program. 14. MI Dept of Health and Human Services. Lissa Smith. WIC Project Fresh program. 15. University of Michigan. Intern support. 16. Chelsea Area Garden Club. Charlene Harris. Kids tent activities 17. Chelsea Seniors Center. Trinh Pifer. Collaboration for summer intern for the kids tent. 18. Chelsea Schools. Judee Lonnemo. Facility rental for winter market
<p>9. If this is a continuing intervention:</p>	<p>A. 6 years</p>

<p>A. How many years has this intervention been funded 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>B. Yes</p> <p>C. The intervention will be improved in the following ways:</p> <ul style="list-style-type: none"> Decreasing our reliance on the Coalition for funding by diversifying our funding sources. We have decreased our ask for this funding cycle because of increased vendor fees. We have replaced a greater portion of the manager's salary from other sources. Increasing the number of health related educational events to more than 6 <p>Past improvements include:</p> <ul style="list-style-type: none"> Increasing our market token assistance programs by adding Double Up Food Bucks, SNAP, Senior Project Fresh, WIC Project Fresh, Senior Market Bucks and Prescription for Health within the past 5 years. Adding a winter market. Conducting 8 cooking demonstrations to feature in season recipes and produce Customer counts have improved by an average of 100 more customers/day on Sat, and remained steady on Wed More accessible locations in 2017 led to increased customer count and total vendor sales. <p>D. We have decreased our ask for this year by supplementing the market manager salary with vendor fees.</p>
<p>10. Does your intervention have a sustainability plan? <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>Yes, we have a 5 year plan created in 2013. We are in the process of updating and improving the sustainability plan this winter through the 5HT farmer's market group.</p>
<p>11. Provide citation(s) of similar programs used as a model in developing this intervention.</p>	<p>Growing Hope runs a successful farmers market and acts as a consultant for us The 5 healthy towns have individual farm markets but exchange ideas and work together to create a cohesive regional market system MIFMA provides technical support and a training course for our market</p>

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BUDGET

Expense	Total amount	Source of funding
Manager Salary	\$ 15,500	Coalition
Manager Salary	\$ 3,600	Vendor Fees
Manager Salary and Benefits	\$ 6,075	SJMC
Market Assistant Salary	\$ 1,000.00	Coalition
Food assistance programs (tokens)	\$ 6,000.00	Partner agencies (DUF, PFH, SNAP, Senior and WIC)
Print ads, signs, fliers	\$ 2,750.00	Vendor fees
Supplies - misc.	\$ 100.00	Vendor fees
MIFMA and Chamber Membership Dues	\$ 575.00	Vendor fees
Entertainment	\$ 1,275.00	Vendor fees
Website Maintenance	\$ 249	Vendor fees
MIFMA Market Manager Training	\$ 300.00	Vendor fees
Supplies - misc.	\$ 200.00	Vendor fees
Space Rental	\$ 2,240.00	Vendor fees (Winter)
Food Demos - state license	\$ 70.00	Fundraiser event
Food Demos - supplies bought by us	\$ 250.00	Fundraiser event/food donations
Food Demos - purchased service	\$ 1,200.00	Fundraiser event

Total Budget \$ 41,384

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Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$16,500	40%
Total funds from other sources	\$24,884	60%
Marketing/Advertising	\$2,750	7%
Compensation – to one or more people	\$26,175	63%
Infrastructure (structure that lasts 5 years or more)	\$0	0%
Other expenses	\$13,089	30%

Plan Year	Amount \$\$ granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1	<u>14440</u>	<u>14440</u>	<u>0</u>	<u>0</u>
Year2	<u>19470</u>	<u>19470</u>	<u>0</u>	<u>0</u>
Year 3	<u>22858</u>	<u>22858</u>	<u>0</u>	<u>0</u>
Year 4	<u>17190</u>	<u>17190</u>	<u>0</u>	<u>0</u>
Year 5	<u>18095</u>	<u>18095</u>	<u>0</u>	<u>0</u>
Year 6	<u>20706</u>	<u>20706</u>	<u>0</u>	<u>0</u>