

SECTION 1	INTERVENTION INFORMATION
NAME OF THE INTERVENTION	Storybook Trail
5HF Element to Impact: Eat Better, Move More, Connect with Others in Healthy Ways, Avoid Unhealthy Substances (select minimum of 1)	Move More & Connect with Others
Fiscal Agent	Chelsea District Library
Tax I.D	38-6007-932
Implementation Contacts (2 or more required)	Keegan Sulecki, Head of Information Services or Lori Coryell, Director
Contact phones and emails	Keegan Sulecki: 734-475-8732 X218 <a href="mailto:ksulecki@chelseadistrictlibrary.org">ksulecki@chelseadistrictlibrary.org</a> Lori Coryell: 734-475-8732 x206 <a href="mailto:lcoryell@chelseadistrictlibrary.org">lcoryell@chelseadistrictlibrary.org</a>
Date Funding Required	1 April 2019
Implementation Date	Summer 2019, Approx. June
Estimated Completion Date	June, but this is an ongoing installation
Total Amount Requested from 5HF	\$6000

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></p> <p><i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>Chelsea District Library (CDL) is seeking the support of the Chelsea Wellness Coalition in installing a permanent storybook trail. A storybook trail features posts/holders with book pages that allow users to read an entire book by the time they have completed the trail. This trail will include 18 permanent aluminum post-mount frames that will feature approx. 2 pages of a story each. The design of the frames allows books to be swapped out regularly to keep the content fresh and encourage families to make visiting the storybook trail a regular activity. These frames also protect the pages from the elements so that each user gets the full benefit of the experience.</p> <p>Primary audience is families with children.</p>

	<p>Ideas for promoting the storybook trail will include CDL’s regular marketing channels, such as CDL Newsletter, eNews, Facebook, and website. Additional ideas include providing programming, such as a group walk of the trail as part of our regular Homeschool Meetup program and handing out branded bug repellent wipe packs to advertise the trail and encourage trail safety.</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>While enjoying a storybook trail, families engage together while moving and exploring a local outdoor space. This installation will enhance that outdoor space and encourage more use and exploration by promoting it as a shared community resource. In the 2018 Chelsea Wellness Indicators PAC recommendations, promoting parks is listed as a suggested improvement under Programming and Promotion of Physical Activity. In addition, under connect with others, it is reported that 19% had 1-9 poor mental health days per month. Finding ways for families to set a precedent for spending time together doing healthy activities could have an impact for those families now and in the future.</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>Goals</p> <ul style="list-style-type: none"> <li>● Draw attention to our community’s available outdoor spaces, make using trails more desirable to families, and promote physical activity. This aligns with the Coalitions Move More element of impact.</li> <li>● Create an interactive experience where parents and children can talk, sing, read, and play while enjoying this ongoing opportunity to interact together with a book. This goal aligns with the Coalitions element of Connecting with Others in Healthy Ways and has an added benefit of supporting literacy, which is important to the Chelsea community.</li> </ul> <p>Chelsea District Library will measure progress by collecting usage data and feedback from families using the Storybook Trail installation. Other communities have installed storybook trails (sometimes referred to by other names) in their communities and have great success engaging families with books while encouraging them to walk a set distance together. Some examples of communities in Michigan that have enjoyed permanent or temporary storybook trails includes: Beverly Hill, Rochester Hills, Plymouth, Canton, and Sterling Heights. However, the nature of this intervention does make measurement challenging so we will need to be diverse in our attempts to measure usage and obtain feedback.</p>

	<p>Our initial timeframe so that we can provide feedback to the Chelsea Wellness Coalition during the grant cycle will be from installation (June 2019) to the end of September. The length of time will depend on how quickly installation can be completed, which may be impacted by weather and ground conditions as well as the schedule of Washtenaw County Parks and Recreation who will install the units in partnership with CDL. However, this is an ongoing installation that will be supported by Chelsea District Library after this first season. We hope to build on the first season’s initial benchmark in future years.</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>We will attempt to collect usage statistics in a few ways:</p> <ul style="list-style-type: none"> <li>• We will keep a physical guest log at the site. This will be a way for users to immediately note their enjoyment of the installation. However, it will have limitations since users could overlook it or it could become lost or damaged.</li> <li>• Through social media by creating a landing page and a social media tag to encourage users to “check-in” when they have enjoyed the trail.</li> <li>• Staff and partners will collect information from structured programs or collaborations that result from the installation.</li> </ul> <p>We will also collect feedback regarding the trail and how families and children are making use of the installation through comments collected on social media as well as by providing a survey in fall of the first season to see what type of engagement we are getting and to see if there are any adjustments we need to make before we begin the second season of the trail, which would begin in Spring of 2020. This survey could be included in paper form in our guestbook, but we anticipate having the most success by distributing it via social media through the same channels we use to advertise the new storybook trail.</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>This proposal straddles the line between infrastructure and events. There will be some events planned for this storybook walk, but it will be continually available for the public to enjoy outside of those events.</p> <p>For our first year, we plan to host a minimum of 2 events with an average of 20 people per event. However, additional opportunities for events may present themselves.</p> <p>20 people x 2 event x 1 hour = 40 units of engagement per event.</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>For general usage, a reasonable goal might be to engage at least 10 families for each book we include in the storybook trail that first year. We hope to be able to present 4 books between the installation and our report to the Coalition.</p> <p>If we assume the average family has 4 people, engagement might look like this:</p> <p>40 (10 families x 4 persons) x 4 books x 1 hour per book = 160 Units of engagement</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></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 reports</i></li> <li>• <i>All other specific tasks for this intervention to be successful.</i></li> </ul>	<p>Chelsea District Library will be the primary organizer for this intervention. CDL will providing marketing support, recruit volunteers and utilize staff, collect and analyze data, develop plans for improvement, and preset presentations and reports.</p> <p>CDL has partnered with Washtenaw County Parks &amp; Recreation to host the storybook trail in Baker Woods Preserve, located on Trinkle Road in Lima Township. The current trail and loop in Baker Wood Preserve is approx. 1.5 miles long, but WCPR are considering the possibility of cutting a new trail to provide a more seamless walk for users. WCPR staff and administration would like to provide in-kind support by installing the posts and mounting the frames.</p> <p>While Chelsea District Library will take the initial lead in marketing the Storybook Trail, both organizations will promote the trail in their regular channels.</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></p> <p><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. This requires the approval and support of the Washtenaw Country Parks and Recreation Commissioner and that support was secured. They have given their support of the project moving forward.</p>
<p><b>3. With whom will you collaborate on this intervention including assistance with implementing</b></p>	<p>Washtenaw County Parks &amp; Recreation is providing the space for the storybook trail. WCPR staff and administration would like to provide in-kind support by installing the posts and mounting the</p>

<p><b>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>frames. From quotes received from area contractors, this work would cost approximately \$3000.</p> <p>My contact at Washtenaw County Parks and Recreation is Stewardship Manager Allison Krueger 734-971-6337, ext. 317</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>This is the first and last year for this request. Ongoing responsibility for the storybook trail would fall to CDL. This includes arranging and finding funds for repairs and replacement, book costs, and swapping out stories 7 to 8 times a year.</p> <p>Additional requests for funds will not be requested unless additional installations in the community are possible and desirable. However, we may seek out funding for repairs if costs exceed current budget allowances.</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>Chelsea District Library plans to seek alternative grant sources if the coalition does not support this installation.</p>
<p><b>3. Provide citation(s) of similar programs used as a model in developing this intervention.</b></p>	<p>Here are links to information about other Storybook Trails. Note: some of these are called StoryWalk®, which is a registered trademark. We are choosing not to use this name to allow for more freedom and flexibility. However, the concept is the same. This is just a sample of communities and libraries that have adopted such installations.</p> <p><a href="https://www.kellogghubbard.org/storywalk">https://www.kellogghubbard.org/storywalk</a>  <a href="https://www.citylab.com/life/2018/09/storywalk-gets-kids-reading-and-parents-moving/570442/">https://www.citylab.com/life/2018/09/storywalk-gets-kids-reading-and-parents-moving/570442/</a>  <a href="https://www.hometownlife.com/story/news/2017/05/29/read-along-beverly-park-story-book-">https://www.hometownlife.com/story/news/2017/05/29/read-along-beverly-park-story-book-</a></p>

	<a href="http://trail/344652001/">trail/344652001/</a> <a href="https://www.springfield.lib.mi.us/index.php/joomla-license/news/433-storybook-trail">https://www.springfield.lib.mi.us/index.php/joomla-license/news/433-storybook-trail</a> <a href="http://www.dailypostathenian.com/news/article_f611c153-0cb5-5bbf-8b8f-4b89df505f65.html">http://www.dailypostathenian.com/news/article_f611c153-0cb5-5bbf-8b8f-4b89df505f65.html</a>
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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.

<b>5 Healthy Towns Grant Funds</b>	
\$5480.00	18 Post Mount Frames and mounting materials, includes delivery of frames from Barking Dog Exhibits
\$520.00	Printing of 2 year's worth of backing pages to affix book pages that include partner logos, 200 branded bug repellent wipe packs
<b>\$6000</b>	<b>Total</b>
<b>In-Kind or Other Funding</b>	
\$2000 In-Kind	CDL staff time, including production of marketing materials, prepping of storybook trail pages, planning and providing programs, etc. in the first year.
\$3000 In-Kind	Installation of sign-posts by Washtenaw County Parks & Recreation. This is the value of their contribution based on estimates I received from contractors regarding how much they would charge.
\$200	Purchasing of books during the first year of the installation assuming we will have enough time to do 4-5 different stories. (2 copies of each book are needed since we can't photocopy due to copyright law). This will come out of CDL's programming budget.
<b>\$5200</b>	<b>Total</b>

Also provide the information in the two tables below

SECTION 6	INTERVENTION	BUDGET
<b>Budget Summary</b>	<b>Amount</b>	<b>Percentage</b>
Amount of funds from Coalition	<b>6000</b>	<b>53.57%</b>

Total funds from other sources	<b>\$5200 (includes in-kind)</b>	<b>46.43%</b>
Marketing/Advertising	<b>\$1520 (includes in-kind)</b>	<b>13.57</b>
Compensation – to one or more people	<b>\$4000 (include in-kind)</b>	<b>35.71</b>
Infrastructure (structure that lasts 5 years or more)	<b>\$5480</b>	<b>48.93</b>
Other expenses	<b>\$200</b>	<b>1.79</b>

<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				