



Eastern District Innovative Grant Program

Fiscal Year 2007/2008 Application Form

Completed application form should not exceed (3) pages, using a minimum font size of 11 point, retain form formatting, and no less than 1-inch margins. Submit completed application electronically to karen.smiley@ces.uwex.edu, and fax signature page (if electronic signature not available), by **noon on Friday, April 18, 2008**.

Project must be completed by December 31, 2008, unless prior approval received for extended timeline.

1. **Project Title: "Where does my food come from?"**
2. **Funding Requested: \$3,644**
3. **Project Lead/Grant Applicant (Name & County): Jenny Spude, Door & Kewaunee Counties**
 - a) **Project Collaborator(s) (if applicable): Lu Ann Desotelle, Support Services Coordinator for Community Programs. Gina Felhofer, Melanie Koyen & Kathy Schultz, Healthy Families Program. Dean S Volenburg, Door County UW-Extension Agriculture/Horticulture Educator, Pam Peterson, Door County UW-Extension Family Living Educator, Dawn Kuelz, Door County UW-Extension 4H-Youth Educator**
4. **Signature: _____**
Grant Applicant/Lead
5. **Project Description**
 - a) Situation Statement (Describe how this relates to the UWEX strategic plan and/or your plan of work), and outline the following criteria that relate to your project.
 - i) Fosters teamwork and collaboration with other agencies, campuses, or colleagues
 - ii) Incorporates the use of other funders
 - iii) Includes a new program direction that may be replicated
 - iv) Focuses on reaching new audiences
 - v) Exposes potential employees to UWEX
 - b) Project Objectives/Expected Outcomes (include plan for sharing results with colleagues)
 - c) Project Timeline (include planned responses/activities)
 - d) Evaluation Plan

a) Obesity rates continue to rise at a national, state and local level. Healthy People 2010 target data for obesity is 15%; Door is currently at 21.4%, well above the goal. Obesity prevention education is one of the UW-Extension Kewaunee County Issue Statements and one of my personal plan-of-work goals. There are many factors influencing today's obesity epidemic. Several factors to obesity prevention relate directly to the family unit - such as having a physically active lifestyle, purchasing and eating healthful foods, and cooking and eating meals as a family. After conducting needs assessments from surveys and in conversations with current Wisconsin Nutrition Education Program (WNEP) partners, requests have been made to provide hands-on reinforcement to the current WNEP Nutrition Education and Cooking Class

curriculum. This program entitled, “Where does your food come from?”, would provide families, many of which currently participate in the WNEP Nutrition Education and Cooking Class, with the opportunity to be physically active, choose healthful foods on their own, then cook & eat those foods as a family. This program would provide a multi-faceted approach to healthful foods including: learning about the health benefits of eating fresh foods, how to cook, store and process local, fresh foods, as well as the “why, where and how” to purchase locally grown foods. Families would know the answer to, “Who is your farmer?”. Twenty-two families could be included in each (6-8) session. To give a specific session example, one of our visits would be to a local cherry orchard and would include the following:

- transportation
- physical activity - picking cherries
- family time – with immediate family members and in building relationships with others
- on site education - how to pit cherries, handle and store (including fresh storage, freezing and canning) cherries
- educational reinforcement activity – families would take home cherry recipes; recipes would be tailored to include steps for all cooking abilities encouraging family cooking

To complete this session, we would meet again the following week to share how each family used their cherries and then cook together using, you guessed it, cherries!

(i) Those involved in this program: UW-Extension coworkers, Community Programs staff, Healthy Families staff, Disabled Adult Group Home Providers and volunteers. This program coincides directly with another UW-Extension program entitled “Fifty Mile Feast” in which Dean Volenberg is working to connect local restaurants with local food producers to include locally grown produce in their menus. This program also connects directly with Pam Peterson’s plan of work goal, to build resiliency factors in at-risk families – of which quality family time plays an instrumental role in building that resiliency.

(ii) Other funders of in-kind donations: produce from local orchards, markets, farms and gardens; staff and volunteer time; mileage when using county vehicles; printing and postage; equipment to prepare foods

(iii) Door & Kewaunee Counties have a plethora of orchards, markets, farms, gardens and other food producing entities however our plan of events, materials and teaching worksheets could be tailored to fit another counties choice of community nutrition based education.

(iv) The target audience is low income, FoodShare-eligible families. This is not a new audience for WNEP teaching but will be for other UW-Extension coworkers. Although the audience may not be new to WNEP the format and environment of the nutrition education will be. For example, picking produce directly from the tree of origin then learning how to pit and can the fruit, will be a new experience for most families.

(v) Families will be exposed to UW-Extension, our project partners as well as local producers and become aware of the information that is available for them as Door County residents. Children attending the program will be exposed to a variety of future careers (agriculture, education or public service).

b) Project Objectives/Expected Outcomes (include plan for sharing results with colleagues)
Program participants will learn about the impact purchasing fresh, locally grown food can have on their health, their environment and their local economy. A pre- and post- evaluation

component will be included to assess several factors, including their understanding of proper fresh food storage and handling, fruit/vegetable consumption and local food purchases. This programs' plan of events, educational materials and teaching worksheets could be tailored to fit into another counties choice of a nutrition based educational family outing. A display will be created for a state WNEP conference.

c) Project Timeline (include planned responses/activities)

Date	Action	Person Responsible
May 10, 2008	Meet with entire team to determine locations of most interest	All
May 15, 2008	Solidify locations, dates and time for Program visits to sites	WNEP
May 22, 2008	1.Organize transportation 2.Gather educational info/plans 3.Create & sent out invitations to families	1. Comm. Programs 2. WNEP 3. All
June-Oct 15 & 30, 2008	First – Sixth sessions/visits	All
October 30, 2008	Gather/complete post eval	WNEP
November 15, 2008	Submit final report	WNEP
FY2010	Develop future programs around identified needs from participant evaluations	WNEP

d) Evaluation Plan

A formal written pre- and post- evaluation component will be included to assess several factors including program participants understanding of proper fresh food storage and handling. Verbal feedback will be gathered throughout program visits and during the nutrition education & cooking follow-up, the week following the visits. Families will be able to choose to return for subsequent visits, future participation will also give us feedback. We may also be able to determine if families increase their local food purchases at the locally visited establishments if the establishment agrees to offer coupons for subsequent visits.

6. Detailed budget breakdown (specifying the amount and purpose of funds requested from District Resource Management funds, and clarifying the source and amounts from other funds):

Expenditures	In-kind/Cash Collaborator Contributions	District Resource Management Funds
Transportation	County van/gas* – mileage \$170	Trolley \$2000 (\$200/10 trips)
Food	\$1000 (garden, farm, market, orchard donations)**	\$1000 (cooking supplies, produce for family recipes)
Program materials	\$200 (blenders, canning jars, ice cube trays)	
Printing/postage	\$50	\$50
Staff time	\$1224 [#]	\$594 [#]
Total	\$2644	\$3644

*If a session group has < 8 attendees a county van can be used (6 trips=350 miles/\$0.468/mile)

**In-kind donations: (e.g. apples \$440, cherries \$176, maple syrup \$100, market produce \$100)

[#]Hired Staff: 54hrs@\$11/hr=\$594; 36 hrs ADA requested; In-kind staff: 72 hrs@\$17/hr = \$1224

7. If you have received Resource Management funds for a similar/related project, in the past, include the following information:

No funds were requested by the current WNEP Nutrition Coordinator. Door WNEP did receive funds in 2003 for a collaborative Hispanic dairy farm program.