

2008 Southern District Innovative Grants Program

Southern District Innovative Grant Proposal

1. Project Coordinator Information:

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2. Statement of Need: The majority of adults (57%) in Southern Wisconsin are overweight or obese, according to the 2005 DHHS Behavior Risk Factor Survey (BRFS). What's more, Wisconsin residents are becoming overweight at a younger age. Ten percent of all Wisconsin teens are already overweight, and 14% are at risk for overweight. Obesity is a significant risk factor for many expensive and debilitating health conditions, including hypertension, diabetes, heart disease and osteoarthritis. A major reason for the rise in obesity within the last generation is the sedentary lifestyle of most Wisconsin residents. Only 16% of adults in Southern Wisconsin report that they exercise 20 minutes or more at least three times a week. Only 35% of Wisconsin teens get the currently recommended amount of physical activity.

In 2005, the Family Living Eating Well and Being Active (EWBA) Team funded a small project in Rock County to promote physical activity among young, low-income Rock County families. The county Family Living team and the Rock Healthy Living Coalition published 1,000 "Get Active in Rock County" guides, a 64-page booklet that explained how families could set physical activity goals and that listed many free and low-cost opportunities for physically active family fun within the county. The booklets were distributed mainly to families enrolled in Head Start and the WIC Program, but also to community partners, such as local schools and libraries. The response to the "Get Active" guide was overwhelmingly positive: Of 102 people who responded to a questionnaire about the guide, 100% agreed that guide conveyed the idea that physical activity could be fun; 91% said they had made a plan for increasing physical activity after receiving the guide; 83% said they had used the guide to find fun, physically active things to do in Rock County; and 79% said they had actually increased their physical activity. Staff at the WIC and Head Start programs said they found the guide to be useful in counseling parents about physical activity.

As an educational tool, the booklet was found to have several advantages:

?It apparently fills an unmet need. According to the initial evaluation of "Get Active in Rock County," many parents truly are unaware of local opportunities for active family fun. As one parent commented on her questionnaire, "I have 4 kids and didn't know about any of these places!" A teacher in the Clinton school district said, "This is the perfect thing for our School Wellness Council. It's a really helpful guide to encourage families to do activities together."

?Unlike a single-page brochure, the guide is a durable resource that families are likely to keep and share. All of the respondents to the "Get Active" evaluation questionnaire said they intended to keep the guide and use it again. Seventy percent said they shared the guide with friends or family members.

?The guide is a vehicle to advertise all of the Cooperative Extension programming related to physical activity, family recreation, and healthy eating, not just the WNEP. For example, the Rock guide listed local 4-H clubs for youth, farmer's markets, and Master Gardener trainings. The guide is a joint effort to promote UWEX programs and events. When translated into Spanish, it could be a particularly useful tool to help Cooperative Extension reach Spanish-speaking families.

?Publication of the guide can serve as an organizing and recruitment activity for community obesity prevention coalitions. Diverse community organizations—schools, hospitals, physicians, health clubs, sports stores, city parks departments, chambers of commerce—have an interest in promoting health and physical activity, but it is difficult for representatives from all these organizations to find time for coalition meetings. An agency director or a business owner may be more motivated to join a coalition if that coalition produces a tangible product that furthers the aims of his/her organization.

A template for "Get Active" was put on the EWBA website, so that other county WNEP coordinators and Family Living Educators could publish their own local activity guides. WNEP coordinators in other counties, such as Waukesha, Milwaukee, Walworth, Dane, Iowa, Grant, Dodge and Columbia, expressed an interest in localizing and replicating the guide themselves. Unfortunately, the booklet is expensive to produce. It requires at least 40 staff hours to research, compile, type, and edit the local listings for the guide. When the press run was only 1,000 copies, the printing cost per booklet was almost \$2.

The WNEP coordinators of Rock, Dane, Walworth, Iowa, Dodge and Columbia believe that time and money might be saved if the writing and editing of five local county guides could be funded by the Southern District Innovative Grant. One limited term employee could do the compilation of listings for each guide in less than 150 hours. Having all five guides included in the same press run by the same printer would reduce the printing cost per copy.

Furthermore, hiring a limited-term employee would also reduce a major barrier to reprinting the guide annually and making the "Get Active" project sustainable. In addition to doing the compilation of listings, the LTE could also organizing mailings and phone calls to ask local organizations to support the guide. If only 10 organizations in each county were willing to pay \$100 each to place ads in the booklet or to put their names on the guides as co-sponsors, then as many as 4000 guides could be printed at a cost of \$1.50 per copy. Once local organizations are invested in the guide, it would be easier to arrange the refunding of updated editions.

We six Southern District WNEP coordinators have also decided that the summer of 2008 would be an opportune time to publish our guides, because it is expected that the guide template will have been translated into Spanish by that time. The WNEP coordinators of Dodge, Columbia, Rock, Walworth, Dane, Waukesha, Washington, and Milwaukee counties have recently agreed to pool their WNEP supply funds to pay for the Spanish translation of the guide.

3. Project Goals or Objectives:

Goals:

- ?To promote physical activity in Dane, Dodge, Columbia, Iowa, Rock and Walworth counties by compiling, publishing and distributing a local "Get Active" guide in English and in Spanish for each county.
- ?To provide a durable advertisement for Cooperative Extension programming in the six counties.
- ?To connect and unite diverse organizations in each county around the common issue of physical activity and family recreation.

Objectives:

- ? Hire a limited term employee (LTE) who will compile physical activity listings for each county.
- ? Ensure that the guides are accurate by checking every phone number and address three times.
- ? Have the LTE assist in soliciting support for the guide from organizations in each county.
- ? Maintain a mailing and phone list of organization in each county that would be willing to support the guide in the long term.
- ? Calculate ad rates and printing costs so that copies of the guide may be distributed free to low-income audiences but also sold at a reasonable cost by the county Extension office to the general public.
- ? Enlist the cooperation of WIC Programs, health departments, schools, and libraries in the six counties in the distribution of the booklet to target audiences.
- ? Continue evaluation of the booklet to determine its usefulness and future salability.

4. Personnel:

Six WNEP coordinators --Rebecca Gutzman, Mary Krisco, Cristina Parente, Donna Peterson, and Lesly Scott-- will each take charge of the following responsibilities for their county units:

- ? Choose the specific categories of recreation that her county guide will include.
- ? Choose the cover picture and write the credit page for her county guide.
- ? Review and proof drafts of community listings that the LTE submits for her county(ies).
- ? Give the LTE a list of "Extension friendly" community partners in her county that may be solicited for support.
- ? Approve and sign the master copy for the ad solicitation letters that will go out on her own county letterhead to organizations in her county area.
- ? Send out press releases in her own county announcing the publication and availability of the guide.
- ? Review, correct and approve an evaluation tool for her guide.

Family Living, 4-H, Horticulture and CNRD agents in each county will be responsible for checking and approving those sections of the guide that pertain to their programming areas.

A limited-term employee, with excellent internet search and Word Publishing skills, will research and compile the five guides and solicit ads to defray the cost of printing the guides.

Mary Krisco, who has a journalism degree, 10 years of experience in publishing, and previous experience in compiling community physical activity listings, will hire and supervise the LTE.

Angela Flickinger, as EWBA co-chair and co-founder of the “Get Active” project, will assist in the development of an evaluation tool for each guide.

Gayle Coleman, as EWBA co-chair and the WNEP state specialist in charge of nutrition and physical education materials, will review the guides to ensure that they are scientifically accurate and support the WNEP mission and objectives.

If possible, members of obesity prevention coalitions and other community partners in each county will be asked to provide feedback on the guide before its publication. Members of the Rock County Healthy Living Coalition have already agreed to this.

Directors of WIC Programs, Head Starts, School Wellness Councils, and Food Pantries in each county will be asked to contribute their efforts to the free distribution of the guide to low-income families.

Support staff in each county office will be asked to fulfill requests for the “Get Active” guide in the same way that they fulfill requests for other Cooperative Extension publications.

5. Budget and Dollars Requested: \$4000

The Innovative Grant funds will cover:

LTE salary, 200 hours @ \$10/hour.....	\$2000
Partial cost of printing.....	\$2000

The Rock WNEP unit will contribute at least \$2000 in in-kind support, in the form of Mary Krisco's work hours, and phone, computer, copying and postage costs.

The number of guides printed will depend on ad sales. If only \$1,000 is raised, then only about 3000 total guides could be printed, but this will be an average of 500 copies per county without expending any WNEP supply funds. Each county needs at least an initial supply of low-cost booklets to use as “samples” for marketing the guide to their community partners.

State WNEP director Bev Phillips has affirmed that spending WNEP supply funds on the printing of “Get Active” guides is allowable, so long as local community partners incur at least 50% of the cost. Therefore, each county WNEP coordinator will also have the option of using any available WNEP supply monies from her unit budget to increase the number of guides printed for her county, providing that the county WNEP contribution does not exceed the amount contributed by that county’s community partners.

Finally, each of the Cooperative Extension department chairs in the six counties will have the option of buying copies of their county’s guide at cost, so that it can be resold to the general public as a promotional piece and revenue generator for their offices.

To see a sample of what the proposed “Get active” county guides would look like, go to [Go to https://www.uwex.edu/ces/flp/apps/flrc/team/eating/resource/GetActiveRock.pdf](https://www.uwex.edu/ces/flp/apps/flrc/team/eating/resource/GetActiveRock.pdf)