Health Program Planning/Evaluation 2012-2013
Grant Application

Tyler Begley
Wright State University

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Recommended Citation
Dr. Chace notes that Tyler did an exemplary job researching evidence-based programs and used some of the same strategies in his program. It is a robust program because it demonstrates exceptional collaboration between stakeholders, a well-rounded marketing and communications plan, and a strong evaluation plan. In terms of his writing, he made numerous edits and gained a lot of revision skills, especially because each section of the grant application had word limits. Although Tyler used Preble-Shawnee Junior/Senior High School as the inspiration and setting for his program, please note that all school faculty and community members that are collaborating to implement the program, and local survey data mentioned in the rationale section, are fictitious.
Preble Shawnee Junior/Senior High School  
5495 Somers Gratis Road  
Camden, OH 45311  
(937) 787-****

November 27, 2012

The Ohio Department of Education, Office of Innovative School Health Initiatives  
25 Front Street  
Columbus, OH 41435

Dear Ohio Department of Education, Office of Innovative School Health Initiatives:

Please find enclosed our completed grant application, “First Wealth is Health,” for your consideration. The goal of our program is to increase the fruit and vegetable intake and attitudes of 6th-12th graders at Preble Shawnee Junior/Senior High School, in Camden, Ohio. Our committee is excited about the possibility of receiving funds to start this program in early January 2013.

We are just completing our $1,000 Fuel Up to Play 60 grant, coordinated by staff member Mr. Tyler Begley, which would dovetail nicely and compliment our efforts so far. As part of this funding, 94 of our students attended the recent Kickoff to Winter event last Thursday, where students created a “makeover” plan for our cafeteria that will be implemented in January 2013.

Thank you for the opportunity to apply for these funds. If you have any questions or would like more information, please do not hesitate to contact Mr. Tyler Begley at (937) 335-**** or tyler.begley@****.edu.

Sincerely,

Tyler Lee Begley

Tyler Begley,  
Physical Education Teacher  
Preble Shawnee Middle and High School, Camden, OH

Enclosure
Ten grants of $2,000 each will be awarded to School Districts

One Site per School District will be awarded

School District Name: Preble Shawnee Local School District
District IRN: 049***  County: Preble
School Site of Project: Preble Shawnee Junior/Senior High
School IRN: 034***  Site Address: 5495 Somers Gratis Rd.
Camden, Oh 45311

Percent of students eligible for Free and Reduced Meals (October 2011): 53.2%
This is a: X Building level  OR  □ District-level application

Contact Person: Tyler Begley
Phone Number: 513-***-****
Email: tyler****@***.com
Amount Requested: $2,000
Title of Proposed Program: First Wealth Is Health Program
Signature of building or district-level administrator:
Sydney William Rice

Building-level or District-Level Committee Members and Titles:
  Parent: Sandy Wang: Registered Dietitian
  Physical Education Teacher: Tyler Begley
  Health Education: Michael Schmidt
  Nutrition Services/Food Director: William Wrong
  School Counselor: John Cooper
  Healthy School Environment/Janitor: Tyrone Wilson
  Students: Amanda long and Toby Heart
Please provide an abstract or executive summary of grant proposal.

The First Wealth is Health (FWH) program at Preble Shawnee Junior/Senior High was designed by the district wellness committee to improve the attitudes and increase consumption of fruits and vegetables among the student body. Drawing on the success of two evidence-based programs – Mississippi Fruit and Vegetable Pilot program (MFVP) (Potter, Schneider, Coyle, May, Robin, & Seymour, 2011), and the Gimme 5 program (Nicklas, Johnson, Myers, Farris, & Cunningham, 1998) – the program has two main components: 1) an in-school marketing campaign that consists of student-created advertisements, in-school posters, food tastings, and theatrical performances, and 2) evening and weekend workshops to gain practical preparation and cooking skills by local farmers and culinary students. The FWH program will be evaluated through student food logs and a pre-post validated survey tool. The increase in availability, positive promotion, and education about fruits and vegetables will reduce the intake of foods that are high calorie, energy dense and nutrient poor. The program will change attitudes, increase skills, and then increase intake of fruits and vegetables. As a result we will see healthier, more productive students at Preble Shawnee Junior/Senior High School.

DESCRIPTION/QUALIFICATIONS OF APPLICANT

We have a total of 670 students in grades 6th-12th at Preble Shawnee Junior/Senior High School and the school is located in a rural area. Preble Shawnee Junior/Senior High School has a clear diet and obesity problem that can be solved with the help from this grant. We meet the requirement of this grant with having 52.3% of our students on free or reduced lunch.

Our committee is comprised of committed, hard working, and experienced individuals. The school food director at Preble Shawnee Junior/Senior High School, William Wrong, has been working in our school district for 12 years and is committed to going beyond state
regulations to ensure our students receive the most nutritious meals possible.

Our school district has applied for the Healthier U.S. School Challenge sponsored by the USDA and we received a silver award in 2008. Brenda Wright is our consumer science teacher and was the president of the Ohio Association Teachers of Family and Consumer Sciences from 2006-2008. Last year John Cooper, guidance counselor, planned for a group of 12th-grade students to reorganize the lunchroom. This adjustment greatly improved the aesthetics of the lunchroom making it more comfortable and functional for the students. Sandy Wang is our parent helper on the committee and is a registered dietitian who will be helping with the fun fact announcements. Our physical education teacher has worked on a few other grant proposals in the past five years. Mr. Begley organized the grant proposal for the Fuel Up and Play 60 grant. We were awarded the Play 60 grant in 2010 for our commitment to the new food service regulations. We decided to promote low-fat milk by attempting to break “The Longest Sequential Toast” record in the Guinness Book Of World Records. We lined up roughly 620 of our students on the track and took a toast of low-fat milk. This was a kick-starter to our fitness fair where we had rock climbing and a challenge course set up for the students. This ultimately helped us gain support for our Play 60 team; our team participated in activities throughout the school year.

RATIONALE

Obesity is a major problem in the United States, and Preble County is no exception. The target goal for the United States as related to obesity is at 25%. Preble Shawnee Junior/Senior High School is a far cry from meeting the target goal of 25%. According to the County Health Rankings, the national average for obesity is at 30% (County Health Rankings, 2012). Preble County has an obesity rate of 31% and is the location of Preble Shawnee Junior/Senior High School (County Health Rankings, 2012). It is well documented that obesity can contribute to other health issues such as diabetes, heart disease,
and increased cancer risk. The Center for Disease and Control states that the increased ingestion of fruits and vegetables as a part of a healthy diet will increase an individual’s ability to lose or maintain a healthy weight (Center for Disease Control and Prevention , 2011).

According to the 2011 Youth Risk Behavior Survey conducted in the United States, only 34% of 9th-12th grade students are drinking 100% fruit juice or eating fruit 2 or more times per day. This survey also states only 28.3% of 9th-12th grade students are eating vegetables 2 times per day (Centers for Disease Control and Prevention, 2012). We implemented the same survey at Preble Shawnee Junior/Senior High School and it showed that 27.5% of our 6th-12th grade students are eating vegetables 2 or more times per day. When it comes to eating fruit 2 or more times per day, only 33% of our 6th-12th grade students are doing so (Centers for Disease Control and Prevention, 2012).

In addition, we conducted a focus group comprised of Preble Shawnee Junior/Senior High School food service staff in January of 2013. They have noticed a major disparity between the number of students who do not choose a fruit or vegetable compared to students who do. This observation from the food service staff is consistent with the data collected on the students. Not only is ingestion of fruits and vegetables an issue for the United States, it is a major issue for Preble Shawnee Junior/Senior High School.

It does not have to be this way. The First Wealth is Health program will target the students through several coordinated steps to help ensure the increased ingestion of fruits and vegetables.

**INTERVENTION**

The Preble Shawnee First Health is Wealth program (FWH) will improve student nutrition through targeting three main aspects. These aspects of the FWH program have been successful in the Mississippi Fruit and Vegetable Pilot program (MFVP) (Potter, Schneider, Coyle, May, Robin, & Seymour, 2011), and the Gimme 5 program (Nicklas, Johnson, Myers, Farris, & Cunningham, 1998). We are implementing the proven fruit and vegetable survey that was
administered to students in the Gimme 5 program. The aspects we are implementing from the MFVP pilot program were used successfully on school sizes averaging 660 students. It is clear that our committee is qualified, and our school’s characteristics match up well with other schools where the Gimme 5 and MFVP programs had success.

The first aspect of our social marketing campaign for fruits and vegetables will be nutritional fun facts on morning announcements. Posters will be placed throughout the school to notify the students about upcoming workshops, harvest of the month, taste testing, and theatrical performances. Food tastings will be a major part of opening our students up to unique fruits and vegetables. These stations will be set up on all three floors of the school two times per month. The most popular fruit or vegetable will be featured in the harvest of the month. We will monitor this by having the students try a fruit or vegetable and respond by demonstrating thumbs up or thumbs down in approval or disapproval. To aid in building momentum for the FWH program we will be holding two theatrical performances each with fruit and vegetable themes. To spread the FWH program beyond the school, we will send home brochures to parents about activities they can attend and general information about the FWH program.

The developing of skills for students, staff, and parents will be accomplished by holding workshops on growth, harvest, and preparation of fruits and vegetables. The workshops will be held four times in total, two by volunteer farmers from the farmers market, and the final two will be performed by culinary students from the International Culinary School at the Art Institute. These activities will go a long way in establishing change among our students by providing them with the knowledge and skills crucial to eating healthy.

We will measure the progress our students are making by the use of the fruit and vegetable survey, food logs, and YRBS. At the conclusion of the FWH program, a minimum of 50% of 6th-12th graders at Preble Shawnee Junior/Senior High School will eat fruit and vegetables a minimum of two times per day each. All 6th-12th
grade students will score a minimum of 65% or higher in the attitude section of the fruits and vegetable survey. The three measurement activities will give clear results on meeting the objectives for the FWH program.

**Goal:** Our goal is to increase the fruit and vegetable intake and attitude of 6th-12th graders at Preble Shawnee Junior/Senior High School.

**Objective 1:** By June 15th, 2013, all of the 6th-12th graders at Preble Shawnee Junior/Senior High School will score 65% yes or higher on the attitude section of the fruits and vegetable survey.

**Objective 2:** By June 15th, 2013, a minimum of 50% of 6th-12th graders at Preble Shawnee Junior/Senior High School will eat fruit a minimum of 2 times per day.

**Objective 3:** By June 15th, 2013, a minimum of 50% of 6th-12th graders at Preble Shawnee Junior/Senior High School will eat vegetables a minimum of 2 times per day.

**ACTION STEPS/ACTIVITIES**

**Goal:** Our goal is to increase the fruit and vegetable intake and attitude of 6th-12th graders at Preble Shawnee Junior/Senior High school

**OBJECTIVE 1 ACTION STEPS:** By June 15th, 2013 all of the 6th-12th graders at Preble Shawnee Junior/Senior High School will score 65% yes or higher on the attitude section of the fruits and vegetable survey.

The homeroom teachers will be administering our fruit and vegetable survey on two occasions. One will be the pre-test done before the FWH program has been implemented. The final survey will be given at the conclusion of the FWH program to track the progress in
increasing attitudes toward fruits and vegetables among students at Preble Shawnee Junior/Senior High School.

The art teacher, Mr. Wobble, has agreed to facilitate the creation of informative posters with his art students. The unique design of these posters will go a long way in advocating for our workshops, harvest of the month, taste testing, and theatrical performances.

To increase the attitude toward fruits and vegetables, the health teacher, Mr. Schmidt, will be handling the nutrition fun fact announcements weekly. Mr. Schmidt will be collaborating with our parent helper Sandy Wang, who is a registered dietitian, to develop our fun fact announcements. These fun facts will be related to fruits and vegetables that are offered to our students.

To raise awareness about the benefits of fruits and vegetables, the drama teacher, Mrs. Jackson, will be performing a minimum of two theatrical performances with her drama class. Each performance will have a fruit and vegetable nutrition theme. These performances will be open to students, staff, and public.

**OBJECTIVE 2-3 ACTION STEPS:** By June 15th, 2013, a minimum of 50% of 6th-12th graders at Preble Shawnee Junior/Senior High School will eat fruit and vegetables a minimum of 2 times per day.

To get baseline knowledge related to intake of fruits and vegetables at Preble Shawnee Junior/Senior High School, the homeroom teachers will administer selected questions from the YRBS on two occasions. The first will be at the beginning of the school year as a pre-test. The second survey will be given at the conclusion of the FWH program as a post-test to track the student progress at Preble Shawnee Junior/Senior Highs School in relation to the intake of fruits and vegetables.

To aid in the accuracy of our evaluation, the homeroom teachers will be providing our students with food logs to keep track of what they are eating for that week. The students will be asked to do this periodically throughout the FWH program.
The cooperating teachers who are on their preparatory period will be running the food tasting stations. The stations will be in place to increase the opportunity the students will have to eat fruits and vegetables. Each food tasting station will be placed in the middle of all three floors throughout the day. The fruit and vegetable that receives the most thumbs up will be our fruit and vegetable chosen for the harvest of the month. The art students who participated in the creation of the posters and theatrical performances will receive a double vote when they provide thumbs up or thumbs down after visiting our taste testing stations.

Culinary students and farmers will administer our workshops. The local culinary school has created an assignment for their students to give a presentation on various ways to prepare fruits and vegetables from full meals down to easy snacks. This assignment will be completed at Preble Shawnee Junior/Senior High School. The local farmers have agreed to show how to grow and harvest common fruits and vegetables during their workshops.

Finally, the food service director, William Wrong, will coordinate our harvest of the month program. The harvest of the month aspect will go hand in hand with the tasting stations. What becomes the most popular new fruit or vegetable will be introduced during the harvest of the month.

**TIME FRAME:**

1/6: Implementation of the fruit and vegetable survey by the homeroom teachers.

1/10: Implementation of selected questions from the 2011 YRBS.

1/25: Placement of advocacy posters created by the art students.

1/30: 1st week of fun fact announcements.

2/6: 2nd week of fun fact announcements.

2/6: First handout of food logs to students to keep track of fruits and vegetables eaten for entire week.

2/7: Introducing new fruit or vegetable in the harvest of the month.

2/13: 3rd week of fun fact announcements.
2/13: First day of food tasting stations with unique fruits and vegetables. The stations will be placed on all three floors.
2/14: First workshop performed by local culinary students on reparation/creation of food items with fruits and vegetables.
2/20: 4th week of fun fact announcements.
2/27: 5th week of fun fact announcements.
2/29: Second day of food tasting stations with same fruits and vegetables as first food tasting performed on 2/13/13.
3/1: First workshop performed by local farmers demonstrating how to grow and harvest common fruits and vegetables.
3/5: Second handout of food logs to students to track fruit and vegetable intake for entire week.
3/6: Introducing our new fruit or vegetable in the harvest of the month.
3/7: First day of food tasting stations for month of March. Stations consist of new unique fruits and vegetables.
3/12: 7th week of fun fact announcements.
3/19: 8th week of fun fact announcements.
3/20: First theatrical performance created by our drama students. The theatrical performance will have a vegetable theme.
3/26: 9th week of fun fact announcements.
3/27: Second workshop organized by the local culinary students. They will demonstrate how to create food items with fruits and vegetables.
3/28: Second day of food tasting station for month of March. Same fruits and vegetables as day one performed on 3/7/13.
4/2: 10th week of fun fact announcements.
4/3: Introducing new fruit or vegetable in the harvest of the month.
4/9: Third handout of food logs to students to track fruit and vegetable intake for entire week.
4/11: First day of food tasting stations for the month of April. Stations consist of new unique fruits and vegetables.
4/16: 12th week of fun fact announcements.
4/24: Second workshop organized by local farmers. They will demonstrate how to grow and harvest common fruits and vegetables.
4/25: Second day of food tasting stations for the month of April. Same fruits and vegetables as day one performed on 4/11/13.
4/30: 14th week of fun fact announcements.
5/7: 15th week of fun fact announcements.
5/8: Introducing new fruit or vegetable in the harvest of the month.
5/9: First day of food tasting stations for the month of May. New fruits and vegetables will be at each station.
5/14: 16th week of fun fact announcements.
5/15: Second theatrical performance created by our drama students. This performance will have a fruit theme.
5/21: Fourth and final food log given to students to track the intake of fruits and vegetables for entire week.
5/28: 18th week of fun fact announcements.
5/30: Second day of food tasting stations for the month of May. Same fruits and vegetables as day one performed on 5/9/13.
6/5: Post fruit and vegetable survey given by the homeroom teachers.
6/8: Post survey on selected questions from the 2011 YRBS that will be administered by the homeroom teachers.

EVALUATION

Our FWH program will evaluate using formative assessment in the following ways:

First we will be using food logs to keep track for an entire week of what our students are eating. This will measure whether or not our students are eating more fruits and vegetables. This will show if progressive gains are achieved from a monthly basis. The homeroom teachers will be providing the food logs on the designated week in each month for the duration of the FWH program. These food logs will be filled out every morning for the foods they ate the previous day. The food logs will never leave the room to prevent loss of logs.

Secondly, we will perform informal interviews biweekly with the food service staff to find out how much food is being thrown away and what types of foods are being thrown away. Also, we will be asking if the staff has observed any increase in the consumption of fruits and vegetables throughout the program. The food service director William Wrong will perform these interviews.
Our FWH program will be evaluating using summative assessment in the following ways:

First, we will use the attitude section in the Fruit and Vegetable Survey that was proven effective in the GIMME 5 program (Nicklas, Johnson, Myers, Farris, & Cunningham, 1998). The survey will be conducted two times during the program, once on January 6th, 2013 to get baseline information. The survey will be conducted a second time on June 5th, 2013 to get our final results. Each time the survey is administered it will be done so using our electronic polling system. Each student will be given a clicker to answer each of the attitude questions on the fruit and vegetable survey. Polling will be opened and closed by the homeroom teacher. Once all the students in the class answer all questions, then the survey information is automatically formulated and results are immediately available.

The second method of summative assessment will be administering two selected questions from the 2011 YRBS, which are directly related to the consumption of fruits and vegetables. The questions will be administered first on January 10th, 2013 to get baseline information at the beginning of the program. The questions will be given a second time on June 8th, 2013 to get final results. The same electronic polling method will be used to measure student responses on the two questions from the YRBS that are related to fruit and vegetable intake. This will allow for immediate results to be manufactured and help shorten the process of summative evaluation for the homeroom teachers.

With the effective use of food logs, interviews, and surveys, we feel our evaluation process will give us clear results as to the success of our FWH program. Covering formative and summative assessment will provide a plethora of information to be used to assess whether our FWH program was successful in meeting the three objectives.

COLLABORATION
In generating the FWH program, the health committee has received outstanding support throughout the school and community. Many of
our committee members are staff members at Preble Shawnee Junior/Senior High School, and we have support from our farmers and the International Culinary School at the Art Institute.

Multiple farmers from the local farmers market have agreed to donate their knowledge and time for our workshops. The International Culinary School at the Art Institute has teamed up with FWH program by creating an assignment for their students to come and present at our workshop with relation to fruits and vegetables. The president, Donald Pitts, has gone a long way in implementing the presentation into the curriculum. He has issued a letter of support for the FWH program. Our students and health committee are fortunate to have such a committed staff and community to aid in the success of the FWH program.

**PROPOSED PROJECT BUDGET**

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<tr>
<th>Type of Expense</th>
<th>Source/Vendor</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Materials/Student Posters</td>
<td>Schoolz Materialz</td>
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<tr>
<td>Handy Portion Posters</td>
<td>Learning Zone Express</td>
<td>$45</td>
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<td>Costumes for FV Theatrical</td>
<td>Costumes A-Z</td>
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<td>Performances</td>
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<tr>
<td>Fruits and Vegetables</td>
<td>Community Farmers</td>
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<td>T-Shirts</td>
<td>Property Ink</td>
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<td>Energy In Energy Out Posters</td>
<td>Learning Zone Express</td>
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<td>Fruit &amp; Vegetable Feeling</td>
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<td>Posters</td>
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<tr>
<td>Food Guide Logs/Materials</td>
<td>Nasco Hands-On Health</td>
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<tr>
<td>Workshop Materials</td>
<td>Home Depot/Craft Store</td>
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<td>TOTAL (Must Not Exceed $2000)</td>
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<td>In-Kind Contributions/Matching Funds</td>
<td>Source</td>
<td>Estimated Value</td>
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<td>Example – Copying of student posters in color</td>
<td>FedEx Kinkos Owner/ Parent</td>
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<td>PTO – Button Making Machine usage</td>
<td>XYZ School Parent Teacher Org.</td>
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<td>PTO – Use of laminating machine</td>
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<td>Volunteering Time – Registered Dietician</td>
<td>$1,000</td>
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<tr>
<td>Totals</td>
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<td>$1,325</td>
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The majority of our funds will be designated for our advertisement and awareness piece for our FWH program. Our costumes for the theatrical performances can be used for many years to come and are made from very durable material. The posters we are purchasing are very well made and fit our direction we are pushing fruits and vegetables in our school. We will use these advertisements with the posters that will be created by our art students. The other materials are necessary for our success with the FWH program. Our workshops and methods of measurement will need monetary donations to be performed in a manner that will reach the students effectively. Many of our challenges with money are solved through generous donations of fruits, vegetables, time, and equipment.

**MARKETING AND COMMUNICATION**

Preble Shawnee Junior/Senior High School’s development of posters, theatrical performances, workshops, and daily nutrition facts on announcements will be aimed towards the 6th-12th grade students. It is our belief that these aspects in collaboration with other programs will make fruits and vegetables appealing to our students.
The parents and administrators will be receiving brochures regarding all aspects of the FWH program and detailed information on activities they are encouraged to attend.

It is essential to the FWH program that we share our progress with the parents and administrators. During our parent–teacher conferences we will be sharing the individual food logs and pre and post scores of our fruit and vegetables survey. During our monthly meetings with administrators, we will discuss the observational changes we have seen in fruit and vegetable consumption, food logs, and the results of the pre and post survey. Free t-shirts will be passed out to participants during our events to spread awareness and support.

Social media is a major resource to use, and we will be exercising this resource in two forms.

1) We will be using our Facebook page and updating all of our information about events to reach our community members.

2) We will be using Twitter to upload pictures and tweet about events prior, during, and after.

These two aspects will be a great way for the community to become involved with and aware of the success the FWH program is having on fruits and vegetables among our youth. The information to join the FWH Facebook page and Twitter account will be provided to the community through the distribution of our brochures.

If the FWH program is not showing adequate progress, we will administer a survey regarding the likes, dislikes, and suggested changes to our students, staff, and administrators. Based upon the results of this survey, we will adjust our program accordingly. The FWH program is flexible enough to incorporate adjustments without disrupting the program.
References


November 15, 2012

Fruit and Vegetable for Better Health Program Committee (FVBH)
Preble Shawnee Junior/Senior High School
5495 Somers Gratis Road
Camden, Oh 45311

Dear FVBH Program Committee Members:

The International Culinary School at the Art Institute is proud to partner up with Preble Shawnee Junior/Senior High School for the Fruits and Vegetables for Better Health (FVBH) program. As President of Curriculum Development, it is my honor to announce our commitment to the FVBH program by adding a mandatory assignment for our culinary students in the general education course of Community Involvement. The students will be required to visit Preble Shawnee Junior/Senior High School to give a presentation on unique and healthy ways to create meals with fruits and vegetables. Students will have developed skills to create and present a thorough fruit and vegetable presentation that will not only inform, but also inspire.

On behalf of all members at the International Culinary School at the Art Institute, we would like to thank Preble Shawnee Junior/Senior High School for this great opportunity to strengthen our students’ abilities, your students’ knowledge, and increase the health of our youth. We know this is the first step in many positive unions between both parties. We look forward to our prosperous future endeavors together.

Sincerely,

Donald Pitts
President of Curriculum Development