



UG-Hollywood Casino Grant Fund
2014 Applications

Table of Applications

Arts Tech.....	2
Bethel Neighborhood Center	6
Bike Share KC	10
Bike Share KC	13
Camp Fire USA.....	18
Caritas Clinic	22
Catholic Charities of Northeast Kansas	26
Chwc, Inc.	31
Connecting for Good.....	34
Cross-Lines Community Outreach Inc	37
El Centro, Inc.	41
Freewheels For Kids Inc	45
Friends Of The Kaw Incorporated	49
Friends of Yates Branch, Inc.	53
Girls on the Run Serving Kansas City	56
Greater Kansas City Golden Gloves Association Inc	60
Hartwig Legacy Foundation	62
Harvesters	67
Heartland Habitat for Humanity	71
Kansas City Community Gardens, Inc.....	75
Mo Kan 20-20 Vision, Inc.	79
Mt Carmel Redevelopment Corporation Inc.....	84
National Congress Of Black Women Inc.....	86
Oak Ridge Youth Development Corporation	89
Resurrection Catholic School at the Cathedral	93
Riverview Health Services, Inc.....	96
Rosedale Development Association, Inc.	100
Shepherds Center of Kansas City Kansas, Inc.....	104
Significant Matters Inc.....	106
Southwest Boulevard Family Health Care.....	110
Student Athlete Foundation of Kansas	113
Success Achieved In Future Environments	118
The Downtown Shareholders Of Kansas City Kansas Inc	121
The Family Conservancy	125
The Menorah Legacy Foundation	129
Turner House Clinic, Inc.....	132
United States Conference Of Catholic Bishops	135
Young Mens Christian Association Of Greater Kansas City.....	137
Young Women on the Move.....	141

Unified Government – Hollywood Casino Grant Application

Organization:

Arts Tech

Address: 1522 Holmes Street
Kansas City, MO 64108-1536

Website: <http://www.artstech-kc.org>

Amount Requested: \$50,000.00

Program Name: **KCK Organic Teaching Gardens**

PROJECT/PROGRAM DESCRIPTION

The KCK Organic Teaching Gardens provide a living laboratory, nutrition based teaching with emphasis on healthy life styles for 1300 elementary and middle school students in Kansas City, Kansas. The teaching gardens continue to work towards the 130 raised bed vegetable gardens with plants that attract humming birds and butterflies. Over 300 garden workshops from a menu of 20 different workshops are provided by gardener coordinator, Mark Manning during and after school for the 1300 children of 7 garden schools. All of the gardens are interactive and include the science of gardening, the recipes of nutritious garden foods and the activity of gardening, weeding and maintaining an outdoor compost and indoor worm bin compost. Mark Manning uses storybooks about garden encounters with the bugs, bees and birds of the gardens. He also incorporates teaching the cultural aspects of the history of gardens through crop rotation by George Washington Carver and the importance of African American, Mexican Americans in the US history of agriculture and migrant farm workers. Foods from Europe, American Indians, Mexico and African American are shared through the cooking component. Salsa, sweet potatoes, pumpkins and other root and gourd vegetables. The importance of nutritious garden foods is extremely important to our students and their parents. The County Health Ranking and Road Maps show our students in poverty to be at 35% while the state of Kansas is at 18%. Raising healthy foods without pesticides is a real priority of our growing program. The teaching workshops align with District #500 and State standards. The many partnerships of the K-12 Initiative provides a broad base of support as we continue to strive for a creative and healthy community.

CLIENT INFORMATION

Our students live in the inner city core of KCK, attending 7 elementary and middle schools with the addition of a 5th elementary feeder school to Rosedale. The students are at 88% free and reduced lunch. Our students are 10% Caucasian, 3% Hmong 45% Hispanic/Latino and 42% African American. The 1300 students live in the neighborhoods of the gardens. The families participate in the program through Family Night where recipes, food demonstrations and garden tips are provided. Food from the garden is cooked for the parents to taste the organic food and try first hand the delicious harvest. Parents and families can participate in the summer harvest by working in the gardens. Our garden program is aligned with the Recommendation for a Better Future from Healthy Communities

Wyandotte. By creating a green food zone, drought can be dealt with through the use of water in the neighborhoods churches, schools and organizations. The personal responsibility of working the gardens with the Community Gardener, Mark Manning, the children and adults in the neighborhood can learn to play an important role in creating a better, healthier life for all. Parents, teachers and volunteers can stay connected through the KCK Organic Teaching Gardens Facebook page and website. The Facebook page is updated every two to three days with pictures of the garden workshops, planting, garden stories theater and more. High school leaders provide community service each Tuesday after school. Helping to develop the workshops and family night preparations is a great service their community.

FUND ALIGNMENT

1. Initiating a shared, community conversation on the importance of changing behavior through healthy eating, land use and healthy exercise. Through the teaching gardens workshops, the gardens provide the only teaching gardens in the state of Kansas. The conversation is brought up 5 days a week 9 months of each year. Through out the summer the volunteers that come to support the gardens continue the conversation.
2. Food use is an important part of any garden project but the teaching gardens show the students how to grow food, taking care of the environment and connect cultural history to agriculture ensures a health future for generations to come in Wyandotte County.
3. The garden project engages the students, teachers and families in the "Slow Food" movement. As shown in the County Health Ranking and Roadmaps, Wyandotte County has a 25 % higher fast food restaurants than the National benchmark for fast food establishments. Wyandotte County has 51% while the National benchmark is 25%.
4. KCK Organic Teaching Gardens collaborates with the University of Kansas School of Medicine. KUMC pays the Director's and Senior Coordinator's salary, the external evaluation fees through Research Development Institute and Artstech grant management. ArtsTech provides administrative computer repair and refurbished computers for students as needed. Storytellers Inc.provides interactive arts training in cultural competency for staff and students leaders. KCK Community College provides locations for trainings, meetings and presentations. Kansas City, Kansas Public Schools provide a positive environment for the KCK Organic Gardens to work and develop.

RESULTS EVALUATION

1. 15 Percent increase in fruit and vegetable consumption measured by comparing number of servings students ate during the day prior to the November visit and April visits
 - a. 5 Servings consumed at home and school
 - b. 3 Servings consumed at home
2. 20 Percent increase in students who exercise through gardening measured by comparing first to last visit the number of students who report they obtain exercise via gardening
- 3.50 Percent increase in student knowledge (plants, insects, environment) measured by pre/post programming surveys in February
3. 25 Percent increase in student involvement in gardening measured by comparing first to last visit the number of students who report they garden
- 5.50 Percent increase in student knowledge of historical and cultural foods and traditions measured by pre/post programming surveys during salsa workshops.
6. 50 Percent increase in teacher access to garden-based Kansas standards-linked academic resources. Teachers surveyed during registration.

Staff will collect, enter, de-identify and transfer data to evaluator. Descriptive statistics will report all results. A comparison of means will analyze Salsa Workshop data. A six-month staff and evaluator meeting will identify needed adjustments. Results will be presented in fact sheet for dissemination.

RESULTS

This project uses an integrated approach to address issues in Wyandotte County which are difficult to impact in isolation. Rather than teaching students about obesity alone, our integrated program addresses multiple aspects of healthy eating and living which, taken together, provide students with knowledge and skills to make better lifestyle decisions. Indicators leading to outcomes for this project are categorized by horticulture, healthy choices, and cultural linkages. An additional indicator points to an increase in access to garden-based Kansas standards-linked academic resources for teachers. This is necessary in order to allow students and teachers to continue their discussions of garden activity and curriculum within the framework of district-mandated content.

Horticultural indicators include student knowledge of plants, insects, the environment, and gardening as well as active involvement in gardening.

Healthy lifestyle indicators include student consumption of fresh fruit and vegetables in addition to physical activity. Indicators of cultural linkages include student knowledge of historical and cultural foods and traditions common to Wyandotte County residents.

Teacher access to garden-based Kansas standards-linked academic resources is a final indicator.

CRITICAL MILESTONES

The following Timeline will be used to track critical yearly requirements to meet our goals with the gardens.

August - Teachers and Principals have the opportunity to meet with the garden coordinator to sign up for workshops.

September - A menu of garden workshops will be provided for selection during the year.

October - 40 Workshops will be completed and Family Night at 4 elementary schools and neighborhood groups.

Recipes and nutrition handouts will be provided to those who attend.

November - 40 Workshops will be completed. Middle School Family Night event will be featuring garden fall harvest vegetables as a snack. Recipes and Nutrition Handout will be provided to those attending.

December - 40 Workshops will be completed.

January - 40 Workshops will be completed.

February - 40 Workshops will be completed.

March - 40 Workshops will be completed.

April - 40 Workshops will be completed. Planting workshops -

May - 40 Workshops will be completed. Planting workshops -

June - Garden upkeep, watering, weeding, garden trainings for the community, community service for high school summer science programs.

KEY PARTNERS

1. Kansas City, Kansas Public Schools are key to the project's success. Each school selected has the garden built on the school site to provide a healthy neighborhood environment and real food is sent home during the harvest. Over 500 pounds of sweet potatoes were sent home with students during the harvest alone. The students are served at the school site and connect the community to the schools.

2. The University of Kansas School of Medicine, Office of Cultural Enhancement and Diversity pays for the over-site through the Director of the K-12 Initiative, the student participation through the Senior Coordinator's office and Program Support for transportation of high school leaders to and from Community Service. They also pay for the external evaluation required for the program outcomes to be tracked and analyzed. ArtsTech, a partner organization is the fiscal agent and grants' management for the the KCK Organic Teaching Gardens. This critical role allows the gardens to continue to increase in numbers and importance to the community. Managing the grant keeps the program on track and reporting on a timely basis. Storytellers Inc. is an interactive arts education organization. They provide cultural competency training for staff and student leaders of the K-12 Initiative. All the student leaders working in community service are required to participate in the Cultural Competency Training along with the staff of the Initiative.

PAST RESULTS

The KCK Organic Teaching Gardens is a collaborative of multiple partner organizations. The gardens received these grant funds 2013//14 under KU last year as one of the partners. The collaborative has started a grant writing team to work together on funding the K-12 Initiative. The gardens are part of the total planned initiative. We have evaluation funds, transportation for community service funds and oversight funds. Through 320 workshops, community service weekly, teaching teachers through providing them the workshops and on site laboratory of 10 -15 raised bed gardens,

we are achieving our goals. We hope to continue this important program for Wyandotte County as the word of healthy foods and lifestyles are beginning to make a difference in the business and medical community. A healthy food market was built in the Argentine district collaboratively. We have garden programs at Argentine, Rosedale and Frank Rushton. These students and families through our recipes, workshops and garden development know how important it is to have a healthy food grocery in the near neighborhood. Having an expectation that the people are worth good food and healthy lifestyles is the message of our program. The method is to teach the students how to grow his/her own and what a difference positive land use can make for the community at large. Sending home 500lbs of sweet potatoes to students for their families, providing a healthy snack and how to make it at Family Nights at the garden schools continues the message, You are important!

SUSTAINABILITY

A new partnership with the Department of Outreach at KUMC has developed this new year, 2014. They have offered to provide a grant writer for future resources of the K-12 Initiative. With the expertise and time to provide this resource, the KCK Organic Gardens will have new financial resources to support the great work of the UG Wyandotte County, Hollywood Casino funds have begun. The KCK Organic Gardens were featured in two articles for the University of Kansas Medical Center. One was sent out to from the Community Outreach to community organizations and neighborhood associations and a 2nd posted as an online article providing a current and historical look at the gardens. Given the inclement weather the concert for funding and recognition could not take place with Iris Dement. The garden Facebook project has a continual following of 15- 60 people per post. The continued funding of the Director of the K-12 Initiative, Senior Coordinator and support staff and willingness to pay for the evaluation and grant management by KUMC for the KCK Organic Teaching Gardens shows a dedication to the project and pride in its success. Given the fact that education took a hit statewide, the partners have less to provide this year. Even with this difficulty, they have stepped up to say this project is important.

Unified Government – Hollywood Casino Grant Application

Organization:

Bethel Neighborhood Center

Address: 14 South 7th Street
Kansas City, KS 66101

Website: <http://www.bethelcenter.org>

Amount Requested: \$50,000.00

Program Name: Youth Fit 4 Life

PROJECT/PROGRAM DESCRIPTION

'Youth Fit 4 Life' addresses two pressing needs among the youth we serve at Bethel Neighborhood Center (BNC): healthy eating and active living. This program will help 129 youth ages 6-18 who participate in our 42-week after school and summer youth enrichment programs. Our ethnic minority and low-income Hispanic, African American, Bhutanese and Burmese population is at increased risk for diabetes, obesity and other preventable diseases. The low health rankings of Wyandotte County in 2013: 99/102 in health outcomes, 99/102 in morbidity, 102/102 in health factors, 102/102 in health behaviors, and 102/102 in social and economic factors (<http://www.countyhealthrankings.org/app/kansas/2013/wyandotte/county/outcomes/overall/snapshot/by-rank>). These numbers are alarming and challenge us to help our youth eat healthier and become active.

The purpose of this program is to educate and motivate our youth to avoid diabetes and obesity, to keep a healthy Body Mass Index, and to become advocates for their own health and the health of others in our community. This program will reduce the risk of diabetes, obesity, and other preventable diseases as it improves the lives of our youth and their family members.

This program will enroll youth ages 6-18, Monday through Friday, during our nine-week-long summer enrichment program and in our after school programs in fall 2014 and spring 2015. We will partner with 'FreeWheels for Kids' to do four Bike and BLAST (Bicycle Lessons and Safety Training) classes during the grant period. Our BNC nurse, trained staff members and volunteers will lead this program in a caring environment. We will conduct orientation for the youth and their parents at the beginning of each semester, invite our families to our activities and classes, and celebrate our students' achievements at the end of each semester.

A grant from the Unified Government of Wyandotte County will fund: \$29,522 for staff members' salaries; \$16,950 for supplies; and \$3,528 for gas, transportation, and field trips. We provide transportation from school/home to BNC and back to home.

CLIENT INFORMATION

This program will serve 129 youth ages 6-18 who live within our pick up area of 18th Street to the Kansas/Missouri rivers, and Minnesota Avenue to Kansas Avenue. While 100% of the youth we serve live in Wyandotte County, 98% of them come from ethnic minority groups: Hispanic 70%; Burmese/Bhutanese 24%; and African American 2%. The majority of our youth are either first or second generation immigrants and English is their second language. Our youth serve as interpreters for their parents, most of whom do not speak English. Our youth carry burdens beyond their

years as they help their parents assimilate in America. At Bethel, we let them be young: we help them as needed with homework and encourage them to socialize, learn social skills, play and have fun in a safe and nurturing environment under the supervision of caring adults.

While the state of Kansas registered 49.51% of its students as enjoying a free/reduced lunch, Wyandotte County registered 79.13% (Source: Kids Count Data center, 2013), and our own record shows 98% of our youth as enjoying a free/reduced lunch. The schools our youth attend registered 95% or more (96.3 for Whittier) of their students as enjoying a free/reduced lunch according to the 2011 KCKPS demographic profile. More than 98% of the students we serve are at risk by definition of Kansas statutes that use free lunches as part of the definition of "economically disadvantaged."

FUND ALIGNMENT

The 'Youth Fit 4 Life' program aligns with the Board of Commissioners' Strategic Plan of social services and the Healthy Communities Wyandotte report.

This program will increase the number of youth eating healthy and living actively. It will improve health and quality of life as they learn about and adopt healthy eating and active living. As our youth learn and adopt healthier practices, they will take these improvements home to their parents, siblings, and extended family members. Because we are promoting nutrition and physical activity, the program aligns with the Nutrition Team emphasis of Healthy Communities Wyandotte.

We pride ourselves on being part of our clients' experiences as immigrants with roots in other countries who are now transplanted and growing in Wyandotte County. We share our clients' Hispanic, Burmese and Nepali languages, cultures, values, family systems, and histories. We focus on their needs with respect for them as individuals, families, and new Americans.

RESULTS EVALUATION

The measurable outcomes we are committed to achieving are:

1. Youth will know healthy/unhealthy foods/snacks: 95% of our youth will differentiate between healthy and unhealthy foods/snacks measured by pretest/post-test at the beginning and end of each semester.
2. Youth will know healthy/unhealthy foods/snacks: 95% of our youth will know the food pyramid and will be able to cook/prepare at least 10 healthy foods/snacks from the recipes we will provide as measured by pretest/post-test and number of healthy foods/snacks prepared.
3. Youth will know the importance of active living: 95% of our youth will know the importance of active living and its benefits to avoid obesity measured by pretest/post-test.
4. Youth will consume more fruits and vegetables: 95% of our youth will self-report eating more fruits/vegetables and asking their parents to buy them more often. We will keep records of how many fruits/vegetables we serve them.
5. Youth will exercise more: 95% of our youth will exercise more, ride their bikes more, and reduce their Body Mass Index (BMI) as measured by a log of the recreation time at Bethel, self-report and BMI measurement.

RESULTS

'Youth Fit 4 Life' involves learning, cooking, preparing and eating healthy food/snacks; bike clubs; recreational physical activities; and celebrations of the youth's achievements. The indicators for measurable outcomes are:

1. Increase the number of youth who know and differentiate between healthy and unhealthy foods/snacks at the end of each semester - summer, fall 2014, and spring 2015.
2. Increase the number of youth who know the food pyramid and can cook/prepare at least 10 healthy foods/snacks from the recipes we will provide.

3. Increase the number of youth who know the importance of active living and its benefits to avoid obesity and related diseases.
4. Increase the number of youth who consume more fruits and vegetables and ask their parents to buy them more often.
5. Increase the number of youth who exercise, ride their bikes, and achieve a statistically meaningful reduction in their Body Mass Index (BMI).

CRITICAL MILESTONES

The approach or tool we will use to show that we are achieving results for the youth we will serve is:

Knowledge: Our pretests and post-tests will measure increased knowledge about nutrition and physical activities.

Actions: Our self-report surveys will measure improved actions, including eating more fruits and vegetables, preparing healthy foods, and riding bikes more often.

Milestones: Frequent nutrition lessons, periodic cooking lessons, four bike classes, four BLAST (Bicycle Lessons and Safety Training) sessions, bike repairs.

These critical milestones will primarily be measured and evaluated at the end of each semester - summer, fall 2014, and spring 2015. Our youth will be consistently encouraged to learn new facts and change their habits. Having led our youth to make long-term changes in their lives for almost a year, we are excited to continue with this program. In the second year of our 'Youth Fit 4 Life,' we will try to increase the number of youth who achieve a statistically meaningful reduction in Body Mass Index (BMI).

KEY PARTNERS

Our key partners for the success of this program are FreeWheels for Kids, Kids Cafe from Harvesters, First Baptist Church of Stilwell, Kansas, and YouthWorks.

FreeWheels for Kids will lead bike club and earn-a-bike classes all year round. We will enter our third year of partnership with them this summer. Some core values we share, such as active living, community advocacy, and leadership development, make it easy for us to work with them.

Harvesters will provide a complete healthy meal to our youth after school and during summer enrichment. Harvesters' program 'Kids in the Kitchen' will be done at Bethel during our summer program. Our youth will prepare/cook healthy foods/snacks, and learn about the food pyramid and the importance of eating healthy.

First Baptist Church of Stilwell, Kansas, will continue to supply fresh produce every week for our students and their families to enjoy.

YouthWorks will provide volunteers throughout our summer youth enrichment program.

PAST RESULTS

BNC has a 100-year history of success helping the Wyandotte County community. The community needs assessments we conduct regularly help us meet ever-changing needs.

90% of our after school program participants went to school ready to learn because of the homework help they received from BNC staff members and volunteers.

95% of our youth reported improvement in their reading and ability to grasp the stories they read.

98% of our youth showed improvement in their behavior because of the social skills we've been teaching.

As a recipient of these grant funds in 2013, we delivered the activities and achieved the outcomes we proposed. The post-tests at the end of our summer and fall after school programs showed that 93% of our youth could differentiate between healthy and unhealthy foods/snacks (3% above our proposed outcome); 95% know the food pyramid (5% above our proposed outcome); they prepared 10 healthy foods/snacks (5 proposed) and they will prepare/cook 4 more this spring. 93% of our youth self-reported eating more fruits/vegetables (90% proposed); our physical activities log showed 95% of them engaged in physical activities such as soccer, kickball, zumba etc., and 95% of them self-reported riding their bikes more.

We received all the donations expected from churches/individuals. Out of the \$50,000 grant we received, we spent \$28,674: salary \$16,033; bike classes and supplies \$9,098; prize incentives \$1,822; and gas/fuel/transportation \$1,721. With the remaining grant money we will complete this program in the next several months.

SUSTAINABILITY

'Youth Fit 4 Life' fits very well within our existing 'After School' and 'Summer Youth Enrichment' and 'Healthy Community' programs. BNC staff members and youth love 'Youth Fit 4 Life' and learn and benefit a lot from it. We are committed to continuing this program to increase healthy eating and active living.

The other sources of funding for this program are donations from the American Baptist Churches of the Central Region (\$23,500 promised), American Baptist Women Ministries (\$4,600 promised), Bethel Open Golf Tournament (\$1,200 requested), and Individual donors (\$1,200 requested). We will seek funding from other sources as necessary.

The success of this program has been a great encouragement to BNC staff and board members. We are committed to improving the health and quality of life among low income families and their children in Kansas City, Kansas. We are committed to sustaining this program and our other invaluable programs and services by finding additional sources of funding and more volunteers as needs arise.

Unified Government – Hollywood Casino Grant Application

Organization:

Bike Share KC

Address: 4741 Central Street, Suite 161
Kansas City, MO 64112

Website: <http://bikewalkkc.org>

Amount Requested: \$50,000.00

Program Name: **Bike Share in the Startup Village**

PROJECT/PROGRAM DESCRIPTION

A collaborative effort to add a Kansas City B-cycle bike share station in the Kansas City Startup Village. The Startup Village is KC's new hub for technology innovation. KC B-cycle is an innovative and active transportation system that promotes active living and healthy communities. Wyandotte County's first bike share station will increase active living, improve air quality, and give residents a new way to incorporate physical activity into their daily lives.

Phase 1 of KC B-cycle launched with twelve bike share stations in Downtown KCMO in summer of 2012. Phase 2 will expand the system to Westport, Country Club Plaza, Brookside, and Waldo in summer of 2014. A station in the Startup Village is a natural complement to the Westport station cluster, and an opportunity to bring bike share to Wyandotte County, connecting it with destinations and customers in Missouri.

CLIENT INFORMATION

Define the number and characteristics of the people your program or project will serve. Specifically the number of individuals you will serve in Wyandotte County and percentage of at-risk or underserved population will be served. If appropriate, please describe how the program will be tailored for culturally competent and relevant. Also include any baseline information about your target population and the source of the information.

Entrepreneurs have come to Wyandotte County from around the world to join the Startup Village, and many of them do not have access to automobiles. Transit service is insufficient. This limits residents' connectivity to rest of the community, and thereby access to healthy food, recreational opportunities, and other services.

In fact, these issues impact all residents of the neighborhood. In the 66103 ZIP code as many as 17% of households have no access to an automobile, compared with 6% for the metro area. At the county level, 33% of adults are physically inactive and 38% are overweight or obese.

Bike Share KC is currently conducting a planning project to develop a model for successfully serving lower income communities, including the Rosedale area of Wyandotte County. This project is funded by the Health Care Foundation of Greater Kansas City. Components include financial hurdles to affording bike share membership, as well as cultural barriers to bicycling and physical activity.

FUND ALIGNMENT

Bike share supports many components of the Board of Commissioners' strategic plan, as well as Healthy Communities Wyandotte's priorities.

Healthy Community/Recreation - As an active transportation mode, bike share addresses the health impacts of the built environment. It allows individuals to incorporate physical activity into their daily travel across the city. Research shows that people become regular bike commuters lose an average of fifteen pounds in the first year. Bike share also gives people a new opportunity for recreation and better access to parks and trails further from home. Kansas City B-cycle is supported by Blue Cross and Blue Shield of Kansas City as a tool for improving health outcomes in the community.

Multimodal Transportation - Bike share not only promotes bicycling, it also compliments transit by extending the reach of current bus routes. 20% of B-cycle riders in Downtown Kansas City, MO are riding to or from transit stations.

Economic Development - Services like bike share are increasingly in demand by the skilled and mobile workforce that businesses need to compete in the global economy. At the local level, bike share boosts local businesses to attracting consumers who visit more often, linger longer, and spend more. User surveys indicate that 40% of B-cycle riders choose to patronize businesses based on their proximity to bike share stations.

Environment - Reducing drive-alone automobile trips improves air quality by reducing carbon emissions, ozone, and particulates.

RESULTS EVALUATION

Bike share is a unique concept that generates unprecedented data to inform future decision-making in health, transportation, and urban planning. Every bike has a GPS unit that records where it is ridden. At a macro level, aggregated data shows travel patterns and quantifies carbon savings and calories burned. This data can be incorporated in transportation plans, health impact assessments, public health programs, and other efforts to implement the County's strategic priorities.

Since July 2012, KC B-cycle has been used more than 10,000 times over 32,000 miles - resulting in 1.2 million calories burned and 30,000 pounds of carbon kept out of the atmosphere. User surveys add qualitative data to paint a richer picture of bike share's impact on the community. For example: 37% report improved mood, 19% report better fitness, and 12% report weight loss.

At a micro level, individuals can monitor their own calories burned, miles travelled, carbon savings, etc. Leaderboards incorporate a gamification element, creating friendly competitions and incentives for individuals to compare their usage with others.

RESULTS

Bike share's innovative technology platform enables unprecedented evaluation across many types of impacts, at both the individual and aggregate levels:

- *Number of bikes checked out
- *Calories burned
- *Miles travelled
- *Pounds of carbon offset
- *Most heavily-biked streets

Additional indicators are determined via user surveys and self reports:

- *Health impacts
- *Physical activity
- *Weight loss
- *Mental health
- *Access to jobs, shopping, services, groceries, etc.

CRITICAL MILESTONES

What approach or tool will you use that your program/project is achieving results for the person that it is intended to serve?

The indicators listed above will be analyzed at both the individual and aggregate level to determine results for individuals as well as the wider community. Longer term impacts will be realized when the data generated by bike share is used to improve the built environment and public health.

KEY PARTNERS

Bike Share KC, d.b.a. Kansas City B-cycle, is an affiliate of BikeWalkKC, the region's professional bicycle/pedestrian advocacy organization. The two groups' aligned missions include using bike share as a catalyst to achieve more places to bike, more people on bikes for transportation, recreation, and fitness.

The Kansas City Startup Village (KCSV) is an entrepreneur-led, grassroots initiative creating a concentrated and collaborative community of startup businesses centered around the first neighborhood in the world to get Google Fiber. Their vision is to help Kansas City become an attractive destination for the most innovative talent from around the country.

Blue Cross and Blue Shield of Kansas City is the title sponsor of KC B-cycle and provides significant funding, support, and resources to ensure bike share succeeds and thrives. Blue KC's mission is: "We will use our role as the area's leading health insurer to provide affordable access to health care and to improve the health and wellness of our members."

Rosedale Development Association is a 501(c)3 not-for-profit community development corporation, serving the Rosedale area of Kansas City, KS and Wyandotte County. RDA's mission is to work in partnership with residents, businesses, and institutions to build a strong and healthy community and to improve the quality of life for those who live, work, and play in Rosedale. RDA is a local leader in improving walking and biking in KCK - implementing Walking School Bus programs, championing new bike lanes on Southwest Boulevard, and leading efforts towards adoption of a County-wide Complete Streets policy.

PAST RESULTS

What results have you achieved in the past three years for the clients in your programs that are most like what you are proposing? If you were a recipient of these grant funds in 2013, please describe program and budget progress to date.

Bike Share KC, d.b.a. Kansas City B-cycle, is the world's only advocate-owned bike share system, and the only nonprofit bike share system to startup with no taxpayer funding. We have applied the principles of social entrepreneurship to build an organization that benefits the triple bottom line of people, profit and planet.

In just under two years the KC B-cycle system has seen 10,600 trips, 32,000 miles, 31,000 pounds of carbon savings, and more than 1.2 million calories burned.

SUSTAINABILITY

As a nonprofit with a social entrepreneurship culture, Bike Share KC has a well-crafted business plan that includes a diverse revenue mix of user fees, advertising, corporate sponsorships, and philanthropic grants.

The current proposal to locate a bike share station in the Startup Village leverages more than \$400,000 in federal, local, and private funds for the Phase 2 expansion from Westport to Waldo. Users of the Wyandotte County station will have access more than 125 bikes and 24 stations across the city.

Unified Government – Hollywood Casino Grant Application

Organization:

Bike Share KC

Address: 4741 Central Street, Suite 161
Kansas City, MO 64112

Website: <http://bikewalkkc.org>

Amount Requested: \$50,000.00

Program Name: **Safe Routes to School: Access and
Implementation in KCK**

PROJECT/PROGRAM DESCRIPTION

Kansas City, Kansas is making strides in increasing the practicality of bicycling and walking as transportation through public policy, smart growth principles, sidewalk improvements and better transportation planning. However, Wyandotte County is only beginning to make progress toward policy change that encourages children to walk and bike to school. Many schools have no access to programs and resources that promote walking and biking, and many neighborhoods don't have sidewalks and safe places to walk or bike.

Safe Routes to School: Access and Implementation in KCK, will target under-resourced students, families and neighborhoods within the Kansas City, Kansas Public School District (KCKPS). The project aims to reach 8-10 neighborhood schools over the course of the year long funding cycle. BikeWalk KC seeks to provide target schools with the resources, access and initial implementation process for Safe Routes to School programs and small-scale infrastructure improvements. This project encourages walking and biking to school, promotes a safe environment with adequate facilities and is heavily influenced by community input.

Project components include:

- Comprehensive data collection (arrival/dismissal observations, student travel tallies, parent surveys and built environment assessments)
- Community outreach (PTA meetings, public forums, site council meetings etc...)
- Safe Routes to School parent and teacher trainings (e.g. Walking School Bus training)
- Technical assistance with basic program and infrastructure implementation (e.g. Walking School Bus, Bicycle Lesson and Safety Training, Earn-a-Bike, repainting crosswalks)

The initial data collection process - combined with input from parents, teachers, students and neighbors - will determine each school's unique needs for programs, education, and infrastructure upgrades. Ongoing assessment, observation, and evaluation will measure program performance throughout the year.

BikeWalkKC seeks \$50,000 from the Hollywood Casino Grant Fund to bring our existing regional Safe Routes to School program to Wyandotte County. Funds requested will allow BikeWalkKC, KCKPS and the school community to evaluate and improve the current arrival/dismissal procedures, conduct built environment assessments and

walkability studies, create Walking School Bus programs, host bicycle safety classes, hold Safe Routes to School trainings.

CLIENT INFORMATION

Safe Routes to School: Access and Implementation in KCK, will serve students and neighborhoods within the boundaries of Kansas City, Kansas Public School District, (KCKPS). The primarily low-income demographic and the diverse student body creates an under-resourced environment that is in need of sustainable commuting options and encouragement for active lifestyles for students, parents and neighbors. BikeWalkKC believes that the proposed project can have the biggest impact in these under-resourced neighborhoods.

Schools with the greatest need and the most opportunity for success will be selected to participate in the program based on several criteria:

- Interest level and expressed commitment to creating Safe Routes to School programs that can continue after this grant ends
- Willingness to actively participate in arrival and dismissal observations, administer student travel tallies and conduct a walkability study
- Presence of physical and/or cultural barriers that prevent students from walking and biking to school

Most of the district faces serious health problems, serving students whose communities have disproportionately high rates of diabetes, obesity, and heart disease. According to KC Health Matters, the average obesity rate for adults in Wyandotte County is 36.4%. The Healthy Communities Wyandotte Recommendations for a Better Future report states that 12% of children are obese and 31% of the community is considered to be physically inactive.

BikeWalkKC is committed to diversity and equal opportunity in its services, administration, research and activities. Building a coalition of champions in the community is essential to ensuring the program reflects the communities challenges, opportunities, needs, and strengths.

FUND ALIGNMENT

Multimodal Transportation - Increasing school transportation options reduces dependence on private automobiles and expensive school busing. Getting more kids walking and biking allows the school district to redirect some resources to classroom and other activities. Parents will save money and have more time for other productive activities.

Healthy Community/Recreation- When kids walk and bike to school they incorporate physical activity into their daily lives, something that is often missing in this age of video games and cutbacks to P.E. classes. Kids who start out active are more likely to continue healthy behaviors into adulthood.

Environment- Bicycling and walking are the "greenest" forms of transportation. The proposed project promotes active transportation as an alternative way to get to work, school and activities. Replacing even a few car trips to school with walking or biking will greatly improve air quality around the school neighborhood.

Education/Workforce Development- Students that walk or bike to school burn off excess energy and arrive ready to learn. Regular physical activity improves mental ability and academic performance. Walkable and bikeable neighborhoods are increasingly important to attract and retain the workforce needed by companies competing in a global economy.

Public Safety- A common barrier preventing students from walking and biking to school is the perceived danger that the neighborhood isn't safe. The proposed project aims to address this barrier by gathering parent input about these perceived dangers and increasing "eyes on the street" with teacher, parent and neighbor presence during arrival and dismissal times.

RESULTS EVALUATION

Safe Routes to School: Access and Implementation in KCK will provide the following outcomes:

- Generation of hard data that reflect travel conditions at target schools
- Prioritized list of infrastructure changes for the school district and city to pursue
- List of programmatic recommendations for each target school
- Overall framework for district-wide student travel plan
- Reduction of bicycle/pedestrian barriers in target school neighborhoods
- Increased facilities that support biking and walking to school

- Improvements to previously existing infrastructure around target schools
- Increase in students who walk and bike to school
- Decreased district transportation costs

Built environment assessments, arrival/dismissal observations and student travel tallies will evaluate infrastructure conditions, traffic patterns and existing school procedures in target schools.

Parent surveys will collect significant amount of transportation mode data, parent attitudes and concerns about transportation choices, present barriers and create a profile of each school's transportation habits. Attendance at parent meetings and participation in programs like Walking School Buses will indicate the project's level of engagement and effectiveness.

The same data collecting methodology will be used at the conclusion of the program to determine what, if any, modal shift has occurred and if any change in parent perception of biking and walking has occurred.

RESULTS

BikeWalkKC will use resources provided by the National Safe Routes to School Partnership as part of the data collection process, e.g., student travel tallies, parent surveys, walkability studies and walking school bus models that are already used nationally for SRTS efforts. This will allow project results to be entered into the national database and compared with other school districts around the region and country. When conducting built environment assessments around target school neighborhoods, BikeWalkKC will use a nationally recognized tool called PEQI, Pedestrian Environmental Quality Index, to inform and prioritize improvements in pedestrian infrastructure.

Additionally, KC Health Matters is an online searchable database that provides information and data on health determinants and indicators for communities around the region. The proposed Safe Routes to School project will pay close attention to indicators such as rates of obesity/overweight in adults and children, rates of individuals who commute by public transportation, physical environment rankings and air quality measurements to see what outcomes have been achieved and what health indicators have been affected by the project.

Finally, the Healthy People 2020 Tracker, a section of the KC Health Matters website, "provides a framework for prevention for communities around the region. Healthy People 2020 is a comprehensive set of key disease prevention and health promotion objectives. The health objectives and targets allow communities to assess their health status and build an agenda for community health improvement." BikeWalkKC will refer to this resource when evaluating the progress, achievements and results of the project.

CRITICAL MILESTONES

The proposed project aims to produce a replicable model for data collection that can be used in future years and shared with other schools in KCKPS. This data collection methodology will become a tool for creating district-wide policy change that encourages walking and biking to school and promotes a safe environment with adequate facilities to do so.

Conducting arrival/dismissal observations, student travel tallies and built environment assessments before and after SRTS technical assistance is provided to target schools will allow BikeWalkKC to evaluate the effectiveness of the data collection process and the project as a whole.

Our key partners will also allow us to measure long-term impacts. Sustaining relationships with KCKPS district, the Unified Government and organizations like FreeWheels for Kids will allow us to assess the level of buy-in from the school district and city and evaluate increases in physical activity in target communities.

Eventually, we expect to see higher rates of biking and walking among all age groups in Wyandotte County and lower rates of chronic disease, obesity and overweight individuals. We plan to evaluate the following metrics over time to measure impact and compare local/national health statistics:

- Bicycling and walking to school rates
- Census data
- County Health Rankings
- CDC Reports on Obesity

- Adopted policies by the school
- Bike/ped injury/fatality rates among target population
- KCKPS transportation budget
- Local/state/federal funds spent on capital improvements for biking and walking in the neighborhood
- Number of Walking School Bus or similar programs sustained in target neighborhood.

KEY PARTNERS

Kansas City, Kansas Public School District- In addition to BLAST classes held at Frank Rushton and M.E. Pearson in spring 2013, BikeWalkKC's involvement with the school district extended to an additional three schools to conduct arrival and dismissal observations this past fall and spring. The proposed project will directly involve 8-10 KCK schools, so this partnership is critical for the program's success.

Free Wheels for Kids- The FreeWheels for Kids program is already contributing to the bicycle culture in KCK by teaching under-resourced youth safety and maintenance skills. BikeWalkKC licensed the BLAST program for FreeWheels' use in Wyandotte County, in order to expand the program's reach, which is currently underway in several KCKPS schools. The partnership between BikeWalkKC and FreeWheels will continue to grow through the proposed project. School travel plans, built environment assessments and arrival/dismissal analyses that indicate a need for bicycle safety at a particular school will be referred to FreeWheels for those programmatic needs.

Unified Government of Wyandotte County- Beginning in the fall of 2013, BikeWalkKC, the UG Public Works and Health Departments created an Evaluation and Planning Project to get Safe Routes to School efforts on the ground in several KCKPS schools. This planning effort involved gathering student travel observations, parent and teacher interviews and is being used for infrastructure improvements and to leverage federal funds. The proposed project is a continuation and expansion of this initial Evaluation and Planning effort, in which BikeWalkKC will seek continued support and counsel from the Unified Government.

PAST RESULTS

The following results reflect BikeWalkKC's achievements in the Kansas City region since the inception of the organization in March 2011.

- Over 2000 students across the metro have participated in the Bicycle Lesson and Safety Training (BLAST) course, an outdoor mobile classroom where 4th-6th grade students learn on-bike traffic safety and handling skills
- 25 students have completed and 75 students are currently participating in the Earn-a-Bike program, an after school program that empowers 4th-6th grade students to learn basic bicycle mechanics, small-scale advocacy, and more advanced safety skills
- 2,000 children on both sides of state line walked or biked to school on International Walk to School Day in October 2013
- Seven schools around the metro have participated in arrival and dismissal analyses that observe traffic patterns, count how many children walk/bike to school and study the built environment around the school

BikeWalkKC is the regional leader for initiatives to improve walking and biking. In the past three years, not only has BikeWalkKC achieved the above results, forged relationships with school districts and other related community organizations, but staff also has a high level of training and relevant experience with bicycling and education. Additionally, BikeWalkKC staff have accumulated thousands of hours developing curriculum, delivering high quality programs and effectively teaching the Kansas City region's youth valuable skills.

SUSTAINABILITY

Sustainability is at the heart of this initiative. Each participating school will receive technical assistance specific to its needs, that includes guidance to find resources and additional funding. By helping the target schools create a culture that encourages walking and biking as forms of transportation, this program will continue for generations to come, have the ability to be implemented on the school level and will not need to rely on outside organizers. The constant community involvement throughout the proposed project will create investment in the school and neighborhood. Residents' and students' input will be vital to the project's sustainability.

The built environment assessment, walkability study and arrival/dismissal observations will yield long-term transformational change within the community by bringing awareness to the strengths and weaknesses of

neighborhood and school infrastructure for walking and biking. It will allow residents and officials to make educated decisions regarding future improvements within the neighborhood. All the information gathered through this effort will position BikeWalkKC to continue these efforts within the KCKPS district.

Participating schools will receive a prioritized list of improvements to address barriers and hazards for walking and biking. Various local, state, and federal programs can be utilized to fund these improvements to the built environment and for further technical assistance. For example, BikeWalkKC is currently working with the Unified Government to apply for 2014 federal transportation money that will allow the UG, BikeWalkKC and KCKPS to implement infrastructure improvements, provide additional technical assistance and various programs like Walking School Bus Expansions.

Unified Government – Hollywood Casino Grant Application

Organization:

Camp Fire USA

Address: 1100 Walnut Street
Suite 1900
Kansas City, MO 64106

Website: <http://www.campfire.org/>

Amount Requested: \$41,202.00

PROJECT/PROGRAM DESCRIPTION

Camp Fire Heartland will reach 1,200 children in the KCK School District with Wise Kids curricula. These curricula provide hands-on lessons involving physical activity to keep kids interested and having fun while learning valuable nutrition and energy-balance concepts. Energy balance teaches that calories in (through eating) should equal calories out (through physical activity).

Wise Kids will meet Healthy Communities Wyandotte goals by increasing children's ability to make healthy decisions in three areas critical to child development: healthy eating, physical activity, and fostering a connection to the natural world. Lessons follow a Learn-Do-Play format:

- **Learn:** (15 minutes) A brief reading on the lesson's topic. Children receive a workbook, which lets them read about wellness; fun games or activities illustrate the concepts.
- **Do:** (15 minutes) Quick, fun, hands-on topic-based projects (mazes, word finds, art). Each session has 3-5 learning activity choices to illustrate concepts.
- **Play:** (30 minutes) Minimum 30 minutes of topic-based physically active games and activities, with 3-5 active activity choices.

Growing Wise Kids focuses on prevention (e.g. ensuring children want to eat healthy foods) and education (knowing what those healthy foods are) through four different curricula:

Wise Kids - This nine-lesson curriculum introduces the concept of energy balance and explores how it works through lessons about MyPlate, food labels, the importance of activity as well as sleep, and how nutrition and exercise benefit the body.

Wise Kids Two - The follow-on to Wise Kids, this nine-lesson curriculum reinforces energy balance learning with more in-depth explorations of nutrition and activity concepts such as serving size, vitamins, bones, and the need to "exercise your brain" as well as your body.

Wise Kids Outdoors - This stand-alone nine-lesson curriculum explains the energy balance concept while encouraging children to explore the outdoors and understand how nature lives in balance.

Wise Kids Outdoors Two -- This 9-lesson curriculum is a follow-up to Wise Kids Outdoors, diving deeper into environmental education topics and experiences such as geocaching, bugs, and animals. Hands-on opportunities provide children with more exposure to the scientific side of how humans can achieve balance with nature.

CLIENT INFORMATION

In Wyandotte County, where 40% of all children live in poverty (Census Bureau), 93% of children engaged by Camp Fire Heartland are in poverty (Kansas Department-Education).

The breakout of race/ethnicity for the 12 schools where Camp Fire Heartland will provide the Wise Kids curricula is reflected in this table (KCK School District):

ETHNICITY	PERCENTAGE
Hispanic:	49.61%
African-American:	35.90%
White:	10.00%
Asian:	2.50%
Indian:	1.70%
Samoan:	0.20%

According to the Centers for Disease Control (CDC), (http://www.cdc.gov/nchs/data/hestat/obesity_child_07_08/obesity_child_07_08.htm#figure1), obesity in children aged 6-11 has increased yearly since 1971. That year, 4% of children in that age group were obese; by 2008, the percentage increased to 19.6%. Among Hispanic and African-American children, the obesity percentage is much higher than for white children. The high percentage of low-income, Hispanic and African-American children we'll engage indicates we're targeting those at increased risk for obesity.

Camp Fire seeks youth leaders who represent the cultures served by our programs, as evidenced by a diverse, inclusive program delivery and leadership team, comprised of African-American, Caucasian, Hispanic, and bi-lingual personnel. Staff are trained to work with youth and families from a variety of cultures, backgrounds, and circumstances. We leverage the unique skills of team members, such as those who are bilingual, to continue a tradition of welcoming all. A belief in curricula and program designs that are adaptable and mobile is key to these efforts, as well as program materials that are reflective of the diversity of the youth we serve and are culturally-, linguistically-, and age-appropriate.

FUND ALIGNMENT

The overall goal of Growing Wise Kids is for children to learn and practice healthy eating and activity behavior, which will lead to long-term healthy behavior changes. This directly aligns with the goals of Healthy Communities Wyandotte.

The curricula reinforce the idea of healthy eating, promote physical activity, and stimulate understanding of - and appreciation for - the outdoors. Growing Wise Kids is designed to be fun, experiential, and educational in stimulating nutritional awareness and increased physical activity for children.

The Wise Kids curricula do two things. First, they change children's attitudes, values, beliefs, and behaviors towards healthy living.

Second, through the Theory of Planned Behavior, (i.e. the best predictor of behavior is intention), we know that if we begin making changes in these elements, we will see long-term behavior change. By focusing on hands-on experiences that strengthen children's ability to practice making healthier choices, many of these factors can be positively influenced.

There are four discrete curricula offered through Growing Wise Kids. Children will have information presented to them in multiple ways over multiple lessons, serving to reinforce what has already been presented. Repetition builds habits; repetition of healthy behaviors, as represented by the design of the Wise Kids curricula, will build the understanding of, and desire to replicate, those healthy behaviors throughout life.

RESULTS EVALUATION

Camp Fire collects impact data from children to understand how healthy eating and physical activity attitudes, values, and behaviors change following program delivery. Research is conducted through the Wise Kids Evaluation Tool, a post-reflective survey. At a minimum we will achieve the following:

1. At least 60% of youth participants will understand the basic energy balance concepts; 60% will have positive perceptions about healthy eating and physical activities.

2. 50% or more of youth participants will exhibit healthy behaviors in at least 3 of 6 measured areas such as physical activity, healthy eating, and screen time.
3. At least 75% of youth participants will want to learn more about the healthy eating and physical activity.

As the different curricula are completed, the data will be entered and outcomes reported. The results listed above are achievable, and have been reported through other Wise Kids programs. Should interim results be lower than anticipated, the program will be analyzed to determine where improvements may be made. A program improvement plan will be implemented and monitored to ensure success.

RESULTS

Camp Fire Heartland utilizes post-reflective surveys to determine Wise Kids program outcomes. Specifically, we will measure:

1. **OUTCOME:** Children understand basic nutrition, physical activity, and energy balance concepts and internalize that understanding to provide a foundation for healthy eating and activity decision-making.
INDICATOR: At least 60% of youth participants surveyed will report that they understand the basic energy balance concepts (that is, calories in - through eating - should equal calories out - through activity); 60% will report that they have positive perceptions about healthy eating and physical activities.
2. **OUTCOME:** Children practice healthy activities to continue to reinforce and internalize positive behaviors.
INDICATOR: 50% or more of youth participants surveyed will state that they exhibit healthy behaviors in at least 3 of 6 measured areas such as physical activity, healthy eating, and screen time.
3. **OUTCOME:** Children learn and practice short-term healthy behavior changes, which, with repetition, will translate to long-term behavior changes.
INDICATOR: At least 75% of youth participants surveyed will report that they want to learn more about the healthy eating and physical activity.

Post-reflective survey data will be entered and results reported out as appropriate. It is anticipated that each child involved in the program will participate in each of the four available curricula, Wise Kids 1, Wise Kids 2, Wise Kids Outdoors, and Wise Kids Outdoors 2. Therefore, four sets of evaluation results will be entered for each child. Participation in multiple sessions reinforces long-term behavior changes.

CRITICAL MILESTONES

Post-reflective surveys will be administered to participating children to determine if the stated outcomes have been met. These types of surveys have proven to be most accurate in evaluating the actual affects of the programing on children.

KEY PARTNERS

Camp Fire Heartland's primary partner will be the Kansas City, KS School District, specifically, the KidZone sites. We contract with School District 500 to provide before- and after-school and summer activities at 12 Kidzone sites within the district: Banneker, Douglass, Emerson, Frances Willard, Frank Rushton, M.E. Pearson, New Chelsea, New Stanley, Stony Point North, Welborn, and Whittier Elementary Schools.

The Wise Kids curricula will become integral parts of the out-of-school time programming provided at each of the schools.

PAST RESULTS

The Wise Kids curricula are based on more than a decade of research on design, implementation, and results. Nationally, Wise Kids has been tested and used with more than 30,000 children. Evaluation has documented a positive effect on children's attitudes and behaviors toward healthy living, including healthy snacking, breakfast consumption, increased physical activity, and screen-time reduction.

The University of Minnesota conducted quantitative and qualitative research on both Wise Kids and Wise Kids Outdoors programs. Their School of Kinesiology, Division of Recreation and Sports Studies within the College of Education and Human Development was instrumental in designing research protocol. Principal investigators also helped provide overall program guidance in effective youth programming principals.

Use of Wise Kids curricula in the Camp Fire Heartland program is relatively new (no local data are available yet), all the curricula have been used in other Camp Fire councils around the country, including Camp Fire Alaska and Camp Fire Minnesota. The objectives presented above are based on results from those councils, as well as national research and recommendations from principal investigators at the University of Minnesota.

SUSTAINABILITY

Camp Fire is currently seeking funding to continue this program through other local funders, including BlueCross BlueShield of Kansas City, Walmart, and Wellpoint. None of these has committed any funding yet and we are still in the planning stages. We will continue to seek out funding for this important program.

It is imperative that we find a way to alleviate the health risks posed by obesity. Obese children are more likely to have high blood pressure and high cholesterol, which are risk factors for cardiovascular disease. They also have increased risk of impaired glucose tolerance, insulin resistance, and Type 2 diabetes. The threats are more than merely physical. Obese children and adolescents have a greater risk of social and psychological problems, such as discrimination and poor self-esteem, which can continue into adulthood (<http://www.cdc.gov/obesity/childhood/basics.html>).

With all of those facts in mind, Camp Fire Heartland is intent on implementing the Growing Wise Kids program and will continue to look for appropriate funding.

Unified Government – Hollywood Casino Grant Application

Organization:

Caritas Clinic (dba Duchesne Clinic)

Address: 636 Tauromee Avenue
Kansas City, KS 66101

Website: <http://www.DuchesneClinic.org>

Amount Requested: \$45,000.00

Program Name: Evidence-Based Diabetes Prevention

PROJECT/PROGRAM DESCRIPTION

Duchesne Clinic proposes a new diabetes prevention initiative that will build on the success of our "Supporting Better Choices for People with Diabetes" program.

In 2013, Duchesne Clinic received funding from the Unified Government / Hollywood Casino Grant program to develop an in-clinic bilingual diabetes education program coordinated with patient care. This pilot project has been tremendously successful in helping patients and their families make better real-world nutrition choices and improve long-term control of blood sugar as measured through A1C levels. Based on the success of this pilot, the United Way of Wyandotte County is currently considering three-year funding to continue this collaborative project.

Duchesne Clinic requests support to expand this program to include patients at high risk of developing diabetes, as identified based on body mass and blood sugar levels. The "Evidence-based Diabetes Prevention" initiative will include a systemic change element as well as an intervention-based element. Duchesne Clinic will build on the capacity of our new electronic medical records system to create the process infrastructure to first capture and analyze data and then plan patient care based on that data. Clinic staff will use that information to identify patients at elevated risk and target prevention care.

Our Care Coordinators will work with Care Teams to identify patients at elevated risk based on BMI and blood sugar levels, flag those patients for participation in the initiative and follow up to support patient involvement. Our medical staff Care Teams will conduct the lab work and vital sign data collection, and based on reports generated by the Care Coordinators, will assess and refer patients for program participation.

CLIENT INFORMATION

This project will serve an estimated 250 people at elevated risk of developing diabetes. All people served by this project will be at-risk and underserved; all Duchesne Clinic patients are low-income, uninsured and live in Wyandotte County.

Target patients for this preventive care are people with BMI between 25 and 29.9, medically overweight, and have sugar levels considered prediabetic, as measured through either a fasting blood sugar or hemoglobin A1C. The typical patient at Duchesne Clinic is a 45-64 year-old Hispanic woman who lives within walking distance of

Duchesne Clinic, earns less than poverty wages, has no insurance and first came to the clinic with undiagnosed or untreated diabetes.

Duchesne Clinic ensures that our diabetes education program is culturally competent and relevant through the selection of an experienced, respected, bilingual diabetes educator, who is supported through this project by Latina and bilingual staff of Duchesne Clinic who are themselves experienced in providing linguistically appropriate and culturally competent care.

The adult residents of Wyandotte County are significantly more likely than other Kansans to be without insurance (28.7% compared to 19.1% statewide), have diabetes (15.5% compared to 8.5%), and die from diabetes (28.5 deaths/100,000 population compared to 20.6 statewide).

Residents of Wyandotte County are more likely to live under the poverty level (23.4%), be obese (38.8%) with poor diet and exercise habits (13.4% get adequate exercise) and live in a "food dessert" (13.6%). (data from www.kansashealthmatters.org)

FUND ALIGNMENT

As we have said many times; "Knowledge is power." That is especially true when the knowledge is presented and reinforced in multiple modalities, is culturally relevant and delivered in a supportive, accessible environment.

This project advances the Board of Commissioners' Strategic Plan by providing a culturally appropriate approach to good nutrition through practical education to prevent the onset of diabetes among those at elevated risk. This approach is data-driven; interventions directed at prediabetic populations are more likely to result in lasting health improvements than those implemented after onset.

By focusing on diet, exercise, medication management and how to make real-world healthier choices, culturally competent, qualified bilingual diabetes education will provide crucial tools for a low-income, under-resourced, diverse patient population. Diabetes education helps prediabetic patients learn about nutrition and food preparation to make healthier choices every day. Diabetes education gives patients real-world tools to prevent diabetes and improve overall health. In a world of heavily-marketed fad diets and exercise gimmicks, it is easy to lose sight of the practical, evidence-based nutrition and exercise information recommended by the American Diabetes Association.

Located in the poorest zip code in Wyandotte County, Duchesne Clinic brings health and hope to the low-income, uninsured people we serve. The clinic provides primary healthcare, chronic disease management, preventive care, patient education, medication assistance and care coordination.

RESULTS EVALUATION

Patients who participate in this initiative will reduce their diabetes risk. Risk reduction is measured through improvement on one or more risk factor; this project will consider weight, body mass index and blood sugar level. Risk factor data for participating patients will be collected by the diabetes educator at referral and after intervention.

The diabetes educator currently prepares monthly reports for Riverview Health Services and Duchesne Clinic; this data set expands the scope of those reports but will fit within the existing reporting and analysis process.

Target patients for this preventive care are people with BMI between 25 and 29.9, medically overweight, and have sugar levels considered prediabetic, as measured through either a fasting blood sugar or hemoglobin A1C. This correlates with patients who have metabolic syndrome, which puts patients at increased risk for heart disease, diabetes and stroke. For the purpose of this project, we are going to focus the scope to prediabetes and diabetes prevention, recognizing that there are other comprehensive issues at work in metabolic syndrome that are beyond the range of what may be effectively addressed in this phase of the project.

RESULTS

The Evidence-Based Diabetes Prevention program will consider patient weight, body mass index and blood sugar level as measured by either a fasting blood sugar test (routine for all new patients as a part of the intake process) or an

A1C test (typically ordered for patients who may have diabetes). Each Care Team's medical assistant collects patient height and weight information at each visit. The medical assistants also draw labs for blood panels and A1C tests.

While it is difficult to significantly change BMI levels in a short time, research indicates that even a modest weight reduction (5-10 pounds) can significantly reduce risk of developing diabetes. Therefore, while BMI indicating overweight (25-29.9) will be used to target patients for prevention, the indicator will include weight as well as BMI; reduction in either will be considered a positive change.

Depending on the tests that have been run for a particular patient, this project will use both fasting blood sugar levels and A1C results as criteria for inclusion. Following the intervention, the same mode of testing will be considered to indicate change or risk reduction.

CRITICAL MILESTONES

Following award notification, Duchesne Clinic will allow one month to put processes in place for patient data collection by the diabetes educator, as well as the referral process. The referral process will include running reports to identify subpopulations, flagging individual patients in the EMR system for Care Team review, and referrals.

The care coordinators will provide monthly or quarterly reports on subpopulations; number of patients who should be considered for inclusion. This step will need refining; there is still discussion about how and when these reports should be run. This discussion will continue and a decision will be made during the first month of implementation.

By late June, the first patients will be scheduled for diabetes prevention care, which will start in July. July 1, the bilingual diabetes educator will begin one-on-one sessions, with group classes starting by August.

Each month, the diabetes educator will provide monthly reports on service data and patient health outcomes.

KEY PARTNERS

Duchesne Clinic currently partners with several non-profit and for-profit entities to ensure our patients with diabetes get the care they need. In this project, Duchesne Clinic will continue to partner with Riverside Health Services for the contract bilingual diabetes educator. RHS and Duchesne Clinic continue to collaborate on diabetes education project and have sought joint funding to expand bilingual diabetes education at Duchesne Clinic and other safety net clinics in the area.

Supportive area churches will continue to provide diabetes support kits to augment incentives for patient education.

Members of the Ladies of Charity volunteer to purchase the nutrition incentives funded through the "Supporting Better Choices for People with Diabetes" pilot project funded by the Unified Government / Hollywood Casino Fund. They will continue to do so for the ongoing diabetes education program and this prevention program.

PAST RESULTS

The pilot program, "Supporting Better Choices for People with Diabetes" which is funded by the Unified Government / Hollywood Casino Fund has been very successful. To date, 154 patients have participated in group or one-on-one education sessions as well as 77 consultations by phone or in exam room.

In a sample of 18 participating patients, 50% improved their long-term control of blood sugar levels after participating, 17% had an increase in their A1C numbers (all three patients experienced a significant life change that results in decreased access to medication) and 33% had insufficient data or no change.

Of those who improved their control of blood sugar levels, the average improvement was .67 A1C points within six months. Given the health disparities and very real financial challenges faced by our patient population, this is a tremendous improvement. Our patients, like all people, are creatures of their environment; it takes tremendous focus and will to overcome the barriers to health that our patients face. An improvement of .67 points over just six months is an excellent outcome.

SUSTAINABILITY

The majority of the program costs reflected in the attached budget and budget narrative are attributed to our overall diabetes education program, without which this prevention program would not be possible.

As discussed in the budget narrative, Duchesne Clinic has secured funding for \$222,104 of our diabetes education program for the next fiscal year. Duchesne Clinic has \$200,000 in requests for the next three years of program operations; \$100,000 which we hope will be awarded by July 2014, and \$100,000 under consideration at \$50,000/year for the following two years.

This "Evidence-Based Diabetes Prevention" project builds on those resources by carving out staff time to identify, target and recruit participation from among the clinic's prediabetic patient base.

As discussed above in "Key Partners", Duchesne Clinic will also leverage in-kind materials and volunteer support, reflected in the budget at an estimated \$4,000.

Unified Government – Hollywood Casino Grant Application

Organization:

Catholic Charities of Northeast Kansas

Address: 9720 West 87th Street
Overland Park, KS 66212

Website: <http://www.catholiccharitiesks.org>

Amount Requested: \$50,000.00

Program Name: New Roots for Refugees Program

PROJECT/PROGRAM DESCRIPTION

Catholic Charities and Cultivate Kansas City have partnered for five years on New Roots for Refugees, a program increasing food production and access among vulnerable refugees and community residents. The partnership has developed 26 vegetable farm businesses and four Community Gardens that alter Wyandotte County's physical and food landscape.

At the Juniper Gardens Training Farm, both agencies help refugees develop farm businesses. Program participants are provided 1/4 acre of land, supplies, farming infrastructure, and extensive training in production and business management. Ultimately, farmers "graduate" onto their own Wyandotte County farms. The program has multiple impacts--altering urban landscapes through the training farm and graduate sites, providing income to refugee farmers, putting fresh produce on the tables of at-risk Wyandotte County families. In 2014, participants will produce an estimated 130,800 pounds of produce.

Consumers access produce through 21 New Roots vendors at three weekly SNAP-accessible Wyandotte County farmers' markets and the agency's Emergency Assistance Program, making it available via the Wyandotte County Center and through distributions to homebound seniors via the Resource Bus.

The groundswell desire to cultivate culturally appropriate, nourishing foods for their families is so great that distinct pockets of refugees approached the partnering organizations for assistance. In response, the organizations are assisting three refugee groups in turning vacant lots into community gardens. Refugee and non-refugee community members coalesce to these spaces; Community Gardens are a growing testament to changes in the places the underserved call home.

In 2014, there will be two acres of repurposed gardens cultivated by 75 families, including 35 Bhutanese, 20 Somali Bantu and 20 Burmese families. Gardeners experience cost-savings, reduced dependence on food assistance and positive repercussions on health as they avoid the snares of unhealthy fast-food. Neighbors and extended family benefit from shared food. There is a multiplier effect--individuals disenfranchised from food sources witness community gardeners sharing the fruits of their labor, they often become gardeners themselves and begin to purchase more fresh produce.

Requested funds will be shared by partnering agencies for compensation for staff providing support and training to participating farmers and purchase of produce for the Emergency Assistance distribution.

CLIENT INFORMATION

The program serves under-represented, vulnerable Wyandotte County populations. Farmers in training/community gardeners are comprised of 100 refugee families of approximately 500 individuals resettled by Catholic Charities. Their needs are extensive as they grapple with language, cultural assimilation, employment, and navigating healthcare/social services. Refugees represent a multitude of ethnicities, primarily Chin, Bhutanese, Karen, Karenni, Burmese and Somali. Given desires to assimilate, they are particularly susceptible to marketing messages that promulgate highly caloric fast-food as American.

Refugees are exceptionally economically vulnerable given barriers to employment, despite having many skill sets. Many male refugees gain employment at meat packing plants, earning approximately \$22,000/year. Additional income earned by refugee farmers/cost-savings through vegetable production is impactful, helps hasten their transition to the U.S., and reduces dependency on subsidized support.

Ethnically and racially diverse clients of Wyandotte County farmers' markets represent a diverse cross-section, including SNAP beneficiaries, seniors utilizing vouchers, and individuals who pay cash for produce. Each market serves approximately 100 individuals who annually benefit from approximately 25,000 pound of food.

Emergency Assistance clients are at/below 150% of the Federal Poverty Level. 51% are Caucasian, 31% African American, 11% decline, 4% Asian and 3% multi-racial. Ethnically, close to 40% are Hispanic. While needs are diverse, many struggle with food insecurity. Elderly men battling hypertension and mothers seeking nutritious food for diabetic children, they struggle to make balanced dietary choices amidst canned vegetables and starchy food. Recipients of commodity distributions augmented by fresh produce are elderly, homebound residents of Sunrise Towers and Wellborn Villa housing projects.

FUND ALIGNMENT

New Roots for Refugees improves Wyandotte County's food environment, making produce accessible and affordable. The initiative increases access, connectedness to food sources, and supplies ethnically appropriate produce. As community energy coalesces around Community Gardens and markets, growing produce and healthy eating once again become the community norm.

A barrier to a culturally-sensitive lifestyle campaign focusing on good nutrition is availability of culturally appropriate produce. New Roots farmers and gardeners grow the vegetables that feel like home to them--providing food security to entire populations. Through this initiative, refugee groups have access to specialized produce otherwise unavailable, supporting nutrition and mitigating pressure to consume fast-food perceived as "American."

The initiative dramatically increases access to foods through 135 unique access points. New Roots farmers set up 21 farmers market stalls in Wyandotte County, providing access points where members of the community find affordable, diversified produce. Four distinct community gardens alter urban landscape and produce 111 access points through each family that cultivates. There are two additional access points for needy Wyandotte County residents through the agency's Emergency Assistance program and in-community distributions via the Resource Bus.

The initiative makes nutritious food affordable. Community gardeners benefit from support and contributed inputs (land, infrastructure, education) that ultimately supplies them the ability to grow their own food. Beneficiaries of the Emergency Assistance Program receive free produce, while the income of New Roots farmers is increased through this example of program integration; farmers' participation in the Beans&Greens SNAP/SFMNP program also makes the produce affordable for consumers.

RESULTS EVALUATION

The primary result achieved by this initiative is increased access to healthy foods via Community Gardens, sales at farmers' markets, distribution via the Emergency Assistance Center/mobile Resource Bus to homebound elderly. The initiative culminates in 135 unique access points that would not exist without the program. Access points translate into additional servings of fresh produce on the plates of residents of food deserts, including under-sourced refugees, farmers' markets customers, clients of the Emergency Assistance Program and home-bound elderly that reside at Sunrise Towers. The efforts total to a combined 10.6 acres of farmable land that per acre yield an average output of 12,000 pounds of produce. Cumulatively this equates to an output of 130,800 pounds of ethnically appropriate, in-community, accessible produce.

For New Roots farmers, the program tracks attendance throughout the 32-week entrepreneurial training and production skill courses. Each farmer sets production and sales goals by which program staff measure and verify program success. Measuring sales regularly, staff determines if farmers are acquiring and increasing skills. These measurements help determine if the program is on course and allow opportunities to provide individualized training and technical assistance.

RESULTS

The approach is partnership and collaboration between Catholic Charities, Cultivate Kansas City, refugee communities served, and entities that make urban core farmers' markets successful. Cultivate Kansas City lends agricultural expertise to bi-weekly field walks, workshops, and ongoing training/consultation. Catholic Charities works individually with participants, tracking sales number and helping them target specific markets with appropriate produce. Community organizations involved with farmers' markets support the initiative's success through making markets accessible and produce affordable.

Programmatically, the approach is to equip farmers with skills, knowledge and resources to become successful farmers, ultimately supporting their families through earned income and cost-savings of incorporating produce into diets. Impressive sales numbers for New Roots farmers--topping over \$160,000 last season--and impactful cost-savings for Community Gardeners serve as evidence of the success.

The program is nationally recognized as one of the strongest farm business incubation programs amongst a growing number of programs working with refugees and at-risk populations. New Roots leadership have been asked to share the model at multiple levels with organizations across the country, presenting twice at the national Refugee Agricultural Partnership Program and hosting a USDA-sponsored Regional Conference. This desire to replicate is an evidence-based statement of the program's success.

The agency's Emergency Assistance program is a known leader in meeting residents' most basic survival needs through an evidenced-back strengths-based case management. Its fiscal efficacy and community impact are so great that corporate partner Atmos Energy provided the program with a mobile Resource Bus to extend its impact to homebound individuals.

CRITICAL MILESTONES

Program productivity is monitored through weekly field walks and monitoring of New Roots participants' sales. Program staff are in continual dialogue with New Roots participants advising on marketing, targeting their product appropriately, and maximizing output. These conversations are tracked, improvements noted, and outcomes synthesized in an end-of-the-year 360 evaluation. This evaluation in turn helps New Roots partners prepare for subsequent growing seasons or independent farming.

Community Gardeners receive input and guidance on cultivation on an ongoing basis. Staff are constantly available to them and help source supplies in addition to technical knowledge.

Beneficiaries of the Emergency Assistance Program have access to client satisfaction surveys that give them the appropriate to provide feedback on whether or not the services they received met their needs.

KEY PARTNERS

The success of this program is the result of collaboration among both public and private partners. The synergies between Cultivate Kansas City and Catholic Charities are integral--each brings different expertise in entrepreneurial training, interacting with refugees, and technical expertise on urban farming and marketing at farmer's markets. Public entities' contributions are vital as well; the Kansas City Kansas Housing Authority provides the land on Juniper Gardens Housing project where farmers tend their land. Further, the space where entrepreneurial training is provided is generously donated by the Housing Authority and the Unified Government has been pivotal in helping graduating farmers find space via its land bank. Partners such as Beans&Greens and KCK Greenmarkets are integral in making urban core markets successful.

Emergency Assistance partners are integral to success. Atmos Energy donated the mobile Resource Bus to the agency, allowing distribution of commodities and fresh produce to Wyandotte County homebound/disabled.

PAST RESULTS

The partnership yields results. In six years, \$106,721 of produce purchased with SNAP benefits, an estimated 40,000 pounds, has been provided to Wyandotte County food desert residents. The program has produced 26 entrepreneurial farmers, including ten that successfully "graduated" from the program onto independent Wyandotte County farms. These sites, some on land acquired from the Land Bank, were purchased through proceeds from market sales and provide a multitude of benefits to the county in taxation and re-development. Each subsequent year, additional farmers graduate, acquire farm sites in Wyandotte County and farm independently. The seed for change is sowed again as new farmers enter the program, filling their spots.

The results speak for themselves. A total of 10.6 acres dedicated to growing produce in-community. Some 130,800 pounds of vegetables are harvested and consumed. The physical landscape is changed from empty, weedy lots to productive gardens and farms. Community members witnessing, eating, being inspired to become gardeners themselves.

There is a ripple effect. Members of the refugee community observed the success experienced by New Roots farmers and requested assistance from the partnering organizations in harnessing their share of this benefit through Community Gardens. This speaks to the community benefit of the program and the expertise of the partnering organizations.

The agency has a record of accomplishment of meeting food insecurity needs of Wyandotte County residents. Last fiscal year, 19,895 (duplicated) individuals benefited from food assistance provided via the Wyandotte County Center, a 30% increase from last year's 13,776.

SUSTAINABILITY

The New Roots Program receives financial support from a variety of sources, including a grant from the Master Craftsman Foundation, State Street Foundation, Kansas Health Foundation, Port Authority/Isle of Capris, Women's Foundation of Greater Kansas City, Healthy Communities Wyandotte and Amerigroup Foundation. The Emergency Assistance Program counts on financial support from leaders included Hall Family Foundation, United for Hope/United to Help, Bank of America, and the Frank and Margaret G. McGee Fund.

Cultivate Kansas City brings further financial sustainability through grants from the United Way of Wyandotte County, Shumaker Family Foundation, Openstein Brothers Foundation, Farm Aid, Presbyterian Hunger Program, Health Care Foundation of Greater Kansas City, Wyandotte County Board of Public Utilities, and USDA North Central SARE.

The partnership yields both programmatic and financial strength. Each partner builds strategic relationships with different community entities based on their areas of interest. Entities support the program through financial gifts, volunteer support, and donated resources. This multiplicity guarantees sustainability.

There is widespread community support with many supporters giving individually. Further, the program receives financial support from Catholic Charities in the form of a share of undesignated funds received by the organization.

The organization is also continuing to seek grant funding from other sources for this program and anticipates submitting proposals throughout the year. The program is highly sustainable and replicable. Program leadership have worked with other non-profits across the country who wish to incorporate entrepreneurial training and farming business incubation into their programs.

Unified Government – Hollywood Casino Grant Application

Organization:**Chwc, Inc.****Address:**2 South 14th Street
Kansas City, KS 66102**Website:**<http://www.chwck.org>**Amount Requested: \$50,000.00****Program Name:****My Healthy Neighborhood**

PROJECT/PROGRAM DESCRIPTION

This project is called My Healthy Neighborhood, and focuses on three approaches to increasing the health of our neighborhood residents; facilities, fitness and food. The facilities component is a series of physical improvements to Waterway Park. These improvements include the installation of water and a drinking fountain (\$12,000), the addition of 3 fitness stations (\$6,000) along the walking trail in the park, enhancements to the current nature/walking trail, and the extension of the trail by 100 feet (\$10,000). This park will be connected by sidewalks to the Mayor's Healthy Campus, so these physical improvements are synergistic with the larger vision and master plan for this area. Funding for the fitness component will support programming in the park (\$4,200), such as a walking program, 5k training program, and supplies for these programs such as pedometers (\$1,200). The food component will include funding for educational programming on gardening and nutrition in the new Urban Farm on Splitlog. Supplies for this programming include healthy living "start-up kits" (\$3,750) for residents who attend the gardening program (up to 50). These kits will include a fruit tree, vegetable seed packets, gardening resources/book, and a few basic tools to help them get started. Funds will also support a broad marketing effort for this project. Because of the wide variety of cultures and languages spoken here, outreach efforts will include social media, newsletters, word of mouth, and printed materials such as door hangers and brochures (\$5,350). The remaining funds (\$7,500) will go to support salary, benefits and administration for the project.

CLIENT INFORMATION

This program will serve residents of the urban core of Kansas City, KS, and primarily the residents of the Bethany and St. Peter/Waterway Neighborhoods. These two neighborhoods are in a low-income census tract. A national report released by the Robert Wood Johnson Foundation ranked the health of nearly every county in the country and placed Kansas City's Wyandotte County near the bottom of the list in Kansas, ranking it 96th out of the 98 counties studied. The census tract where Let's Grow will be located has a population of 2,360 of which 39.8% of the individuals and 37.5% of the households live in poverty. At least 20% of the residents do not have health insurance, making health programming of critical importance to the residents. These neighborhoods are predominantly Hispanic (60%), but also include a growing population of Burmese and Bhutanese refugees. The remaining residents are caucasian, African American and bi-racial. CHWC has been working in this area for over 10 years. Our materials are available in both English and Spanish, and when other languages are required, we work with other local agencies to translate classes and documents as needed. Our marketing and outreach includes traditional marketing methods, social media, word of mouth referrals, and personal outreach. By using many different methods of outreach, we are able to reach people that would not learn about our services otherwise.

FUND ALIGNMENT

This program aligns primarily with the Board of Commissioner's Healthy Communities & Recreation goal. In addition, it fits with economic development, Neighborhood/Community Development and Social Services goals. This program includes the development of physical facilities in Waterway Park and the development of an Urban Farm. They facilities improvements in Waterway Park will improve walking trails and add fitness equipment to the park. The Urban Farm will provide fresh produce for low-income families, increasing their intake of fruits and vegetables. It will also serve as an open-air community center; a place for neighbors to gather, relax and socialize. Both of these facilities and the programs that will take place at them will promote both physical activity and improved nutrition, addressing the need to improve the health of our county.

RESULTS EVALUATION

There are three main outcomes we hope to achieve for this project. The first is the completion of the physical improvements to the park. If we want residents to increase their fitness levels and physical activity, we must provide a place for them to do so. In this area, sidewalks are broken (and dangerous) or nonexistent. There is no gym or other place for physical activity. The completion of these improvements will create an environment where physical activity is possible. This will lead to our next measurable outcome, which is an improvement in physical fitness levels. As people join the programming in Waterway Park, we will host a "health fair" where they may have their blood pressure, blood sugar and pulse taken. As fitness levels increase, blood pressure, sugar and pulse rates drop. We will measure again at the end of the programming to track an increase or decrease in these numbers. Our final measurable outcome is the increased consumption of fruits and vegetables. When residents join the gardening and nutrition programs at the Urban Farm, they will be surveyed in regards to their consumption of fruits and vegetables. They will be surveyed again at the end to measure the change.

RESULTS

According to the American Heart Association, just 30 minutes of moderate exercise per day can decrease blood pressure by 1/5. The American Cancer Society notes that increasing your intake of fruits and vegetables to just 2.5 cups can help reduce your cancer risk. We will use photography to document the completion of the physical improvements to the environment at Waterway Park. The indicators we hope to see for the increased physical fitness are decreased blood pressure, blood sugar, and pulse in our participants. We will also strive to see each participant in the gardening and nutrition class document an increase of at least one serving per day of fruits and vegetables.

CRITICAL MILESTONES

Our most valuable tool for this project will be our marketing outreach to encourage participation in these programs. Good participation in both the physical fitness programming as well and the gardening and nutrition classes will be key to achieving the desired results.

KEY PARTNERS

Partners for this project include the KS State Extension Office, the Unified Government, The Giving Grove, ME Pearson Elementary School, and CultivateKC. The Extension Office will provide soil testing, consultation from other master gardeners, and classes on healthy food preparation and nutrition, in both English and Spanish. The Unified Government supports all of our community development efforts, but has partnered with us to earn a "Cities of Service" award from Bloomberg Philanthropies. This provided the initial \$25,000 funding for the "Food" portion of My Healthy Neighborhood. The city will also provide in-kind services such as public relations, volunteer recruitment, and trash removal services. The Healthcare Foundation of Greater Kansas City also provided a \$24,000 grant to support the development of our Urban Farm. The Giving Grove is a local nonprofit that creates micro-orchards in urban environments, and will be donating several fruit trees and berry bushes. CultivateKC is a local non-profit working to grow food, farms and communities for a healthy local food system. They will provide tilling services as well as consultation, planning and volunteers for the farm. Each of these organizations will provide some level of financial or in-kind support and equipment, and will also serve as the "brain trust" for the project. These partnerships were established partially from pre-existing relationships, and partially from the participation of all partnering organizations in the 2014 Wyandotte County Mayor's Food Summit.

PAST RESULTS

In the past three years, we have focused on the "Facilities" element of My Healthy Neighborhood. We added a walking track around the outside of Waterway Park and a nature trail to the center. Basic fitness programming in Waterway Park is already underway (a walking club). We did not receive these grant funds in 2013.

SUSTAINABILITY

The largest portion of this grant is for physical improvements to Waterway Park, and these improvements only have to be made one time. Once they are installed, they will not require further funding. This program is well supported by several sources of funding, and the ongoing programmatic costs are minimal. Of the total \$129,072 budget, \$60,510 is already committed, and \$65,000 in additional funding has been requested (including this request). If partial funding is awarded, we will continue to seek funding from other sources. If additional funding is not secured, we will prioritize the budget as necessary.

Unified Government – Hollywood Casino Grant Application

Organization:

Connecting for Good

Address: 1009 Locust
Kansas City, KS 66103

Website: <http://www.connectingforgood.org>

Amount Requested: \$40,000.00

Program Name: Northeast Wyandotte Co. Virtual Grocery Store

PROJECT/PROGRAM DESCRIPTION

According to federal guidelines, Northeast Wyandotte Co. is a "food desert" which means that residents have very limited access supermarkets from which they can get healthy affordable food. In the area of North rd Street, this situation is particularly difficult due to high poverty rates, low vehicle ownership, and limited public transportation. A "virtual grocery store" will greatly improve the lives of residents in this community.

In February 2014, Connecting for Good established a community technology center a 2006 N 3rd Street in a partnership with the KCK Housing Authority. The center is focused on improving the lives of the residents of Northeast Wyandotte County through increased Internet access and technology adoption. Regular free digital literacy classes are being conducting using the center's 20 unit public access computer lab. Those who complete the two two-hour classes are eligible to receive a high-quality refurbished computer for just \$50.00

This center is the ideal place to teach local residents to order food online, as well as to conduct classes on nutrition, food storage and preparation, food safety and meal preparation. Because it is within walking distant for many residents, it will also serve as a distribution spot where the groceries will be picked up.

The Hy-Vee store in Mission will be the grocery supplier for this project. We have made special arrangements with them to defray some of the costs to customers who order online through our efforts.

Kansas State University Extension, will conduct classes at the center, publicize the service among its constituents.

CLIENT INFORMATION

Zip code 66101 compared to state average:

Median household income below state average.

Unemployed percentage above state average.

Black race population percentage significantly above state average.

Hispanic race population percentage significantly above state average.

Median age below state average.

Foreign-born population percentage significantly above state average.

The median household income in this area is less than half the average in the state of Kansas

Most of the population lives more than a mile from the closest full service supermarket

Nearly 40% received Food Stamps/SNAP in the past 12 months

FUND ALIGNMENT

The consequences of long-term constrained access to healthy foods is one of the main reasons that ethnic minority and low-income populations suffer from statistically higher rates of obesity, type 2 diabetes, cardiovascular disease, and other diet-related conditions than the general population. Whatever their age, obesity puts people at a greater risk for serious, even fatal health disorders; particularly coronary heart disease and diabetes, the first and seventh leading causes of death in the US respectively.

RESULTS EVALUATION

Accurate data will be kept to measure the effectiveness of the program. We will maintain an on-going count of families involved in the training programs and using the online ordering process. We will also survey participants to learn about how their eating habits have changed because of their involvement, as well as noting any special health benefit they experience as a result.

RESULTS

- Participation in classes offered at the center, especially those related to use of the virtual grocery store and cooking, diet and nutrition offerings
- Improved eating habits and more effective use of limited resources for purchasing food
- Participation in this program will increase Internet use and serve as a gateway to learning about other ways technology can improve the lives of under resourced Wyandotte County residents.

CRITICAL MILESTONES

The proposed launch date of the program is June 1. It will be preceded in May by a public relations effort to inform NE Wyandotte County residents about the program and its benefits.

Connecting for Good has already installed the wireless network at Juniper Gardens and began conducting digital life skills classes and providing residents with low cost computers in February 2014. The classes will be conducted every week on Tuesday and Thursday afternoons. These have so far been very well attended.

The KSU Extension service will begin holding its cooking, meal planning and nutrition classes in April. They will also be using the computers in the center to introduce residents to other helpful resource available to them.

KEY PARTNERS

Kansas City Kansas Housing Authority
 Kansas State University Extension
 Hy-Vee Stores
 Hispanic Economic Development Corporation
 New Roots for Refugees
 Cultivate KC
 Refugee Resettlement Program of the Archdiocese of Kansas City KS
 Juniper Gardens Children's Project

PAST RESULTS

In April 2013, Connecting for Good installed a Wi-Fi network at the Juniper Gardens housing project that currently provides free in-home Internet to more than 300 low income households. Also last year, over 1,000 people in Kansas City's under resourced neighborhoods had participated in the free training sessions and over 600 low cost refurbished computers found their way into the homes of low income families. Hundreds of inner city residents became first time Internet users who are on their way to discovering and using it's life-changing resources.

SUSTAINABILITY

After the initial launch of the program, Connecting for Good is committed to continuing its outreach programs in NE Wyandotte County and has signed a long-term Memorandum of Understanding with the housing authority. We will continue to provide full-time staff members to support the program with our partners and to provide the space for it in the facility.

Connecting for Good operates with a growing base of community, government and foundation financial support. Resources to maintain the level of staffing and resources to sustain the program will be available.

Unified Government – Hollywood Casino Grant Application

Organization:

Cross-Lines Community Outreach Inc

Address: 736 Shawnee Avenue
Kansas City, KS 66105

Website: <http://www.cross-lines.org>

Amount Requested: \$23,914.00

Program Name: Food 4 Your Family

PROJECT/PROGRAM DESCRIPTION

Cross-Lines Community Outreach, Inc. is requesting \$23, 914 to fund Food for Your Family, a family-style cooking/nutrition class for Wyandotte County residents. Wyandotte County has the lowest ranked health outcomes of any county in Kansas. One of the largest factors that play a role is lack of nutrition knowledge and cooking skills. With the efforts of this program, families could develop a greater degree of self-efficacy in cooking, meal planning, reading food labels, and recipes and grocery shopping on a budget. In addition, they would gain knowledge about the different food groups. Adolescents would have the advantage of learning this information at a young age when they begin to have control over what they consume. We plan to use an interactive curriculum in English and Spanish for all classes. It is low literacy material (at a 5th grade reading level) that has been developed to teach the low-income population about MyPyramid (a nutritional concept developed by the U.S. Department of Agriculture).

The Food for Your Family program will increase nutrition, physical activity and food budgeting knowledge, cooking skills, recipe reading, food safety, and meal planning skills. All of these elements combined will show participants the steps they can take to stay healthy. Food for Your Family will give hands-on cooking skills for the whole family, so each member is able to help out with dinner and support each other with decisions on food selection.

The Food for Your Family program is an eight week class. Each class session would accommodate approximately 5-6 family groups, up to 25 individuals. This family learning environment would make it possible for families to come and learn together. Once class has finished, each family member would be able to support one another. Through this grant opportunity, Cross-Lines will run the Food for Your Family class for four separate cycles. We anticipate that 100 people would be given the education and skills to implement a healthy lifestyle.

The cooking classes will take place at Cross-Lines' Community Annex, which is equipped with an industrial size kitchen. The annex is well known to individuals in our target community.

CLIENT INFORMATION

One population that is in great need of nutrition education is the working poor (individuals or families that maintain regular employment, but remain in relative poverty). Many of these individuals often lack knowledge and resources which help to lead a healthy lifestyle. Wyandotte County is a prime example. The Kansas Health Institute (KHI) ranked each county in Kansas by health status and Wyandotte County ranked last. Within the same report, 38% of Wyandotte County adults were considered obese and 40% of our children are living in poverty.

Recruitment for classes will focus on Cross-Lines' established clientele. As almost half of the population Cross-Lines serves is of Hispanic ethnicity, we expect to serve approximately the same proportion in our nutrition/cooking classes. The other half are mostly White and African American. Classes will be taught in English and Spanish. In addition, 100% of clients currently receiving financial assistance from Cross-Lines must be at or below 150% of the State of Kansas poverty line. Case managers only serve this working poor population; therefore all of their clients will serve as possible recruitments for the cooking/nutrition classes. We expect to serve 100 Wyandotte County residents through these classes. Cross-Lines' food pantry, commodities program, food kitchen and thrift store are also ideal places to recruit participants for these classes. With the large population Cross-Lines already serves, classes would be easily filled. In addition, families will be recruited from neighboring schools such as; John Fiske Elementary, Rosedale Middle, and Argentine Middle Schools.

FUND ALIGNMENT

This program is well aligned with the Board of Commissioner's Healthy Community Goals of "improving the health of people in the Wyandotte County community by improving the Wyandotte County food environment so that all residents can and want to eat healthy foods". Our classes will not only provide access to healthy foods through our community garden and hands-on demonstrations, they will also be providing opportunities to creatively prepare healthy food they will enjoy.

The way people view, eat and prepare food has changed dramatically over the past several decades. Instead of cooking meals at home (similar to the previous generation), people often rely on processed pre-packaged food, which tends to be nutritionally inadequate and typically high in sodium, sugar, and fat. However, losing their home cooking lifestyle has also caused them to lose their skill to prepare meals from scratch. Research on this subject has consistently shown that meals prepared at home are generally more nutritious and cheaper. The skills and knowledge presented in these classes will allow Wyandotte County families the opportunity to lead healthier lives.

The Nutrition Action Team for Healthy Communities Wyandotte has a goal to "improve Wyandotte County's food environment so that all residents can and want to eat healthy food. They also want to "increase physical access to healthy foods and make nutritious food more affordable". By involving families in preparing healthy food and giving them access to "free" garden vegetables that they can grow and harvest, these goals will be achieved.

RESULTS EVALUATION

Expected outcomes are to improve food safety, nutrition and cooking practice and knowledge. In addition, self-efficacy for selection, preparation, and cooking of healthy meals will be encouraged. The Stages of Change model will be followed to measure and evaluate progress and attainment of results through a pre, post and 2 month post-test. These tests and the curriculum are created to read at a 5th grade level. The pre-test will be given on the first and the post-test on the last day of class. Families/individuals will receive a \$20 gift card to Bickelmeyer Meat's as an incentive to return to Cross-Lines to take the 2-month post test. This test will include the same questions as the pre and post-tests regarding knowledge they have retained and their behavior changes.

Participants will make a weekly goal pertaining to the topic covered in class and report their progress or achievement the following week. A new kitchen appliance will be raffled for participants attending all classes in the program cycle. In addition, participants will receive a cookbook with common ingredients found in the Cross-Lines food pantry, commodities and garden. These cookbooks will serve as an aide in easy healthy meal ideas targeted for low-income individuals/families.

RESULTS

Indicators of measurable outcomes are through survey/assessment data collection at pre-post and 2-month post testing, and self reports and progress measurements on a weekly basis. The stages of change model is used to indicate the changes of behavior.

Specific indicators of success are that participants will increase at least 2 points in the following areas: knowledge of daily nutrition/food groups, safety information, label and recipe reading skills, and other related areas in class average on pre/post knowledge assessment (survey). In behavior change, there will be an increase of at least 1 step in the stage of change model according to the class average on pre/post knowledge assessment (survey).

In addition, participants will practice choosing and preparing healthy foods/meals by making a goal each week related to what was learned in class (for example: this week I will try a new whole grain from the grocery store or I will drink 2% milk instead of whole milk). The following class, participants will record whether or not they met their goal and explain why they were or were not successful. The participants who were successful will share how they met their goal with the class to provide additional strategies for success.

CRITICAL MILESTONES

Cross-Lines utilizes the Stages of Change model to follow and measure behavioral change. The first stage, pre-contemplation, is avoidance. People don't recognize the problem. The second is contemplation, realizing there is a problem but not committed to making a change. The third, preparation and determination, is taking the steps and getting ready to make a change. This is the basis for "Food for Your Family". It is here that our participants will learn and gain the tools they need, and experience the benefits and ease of preparation to live a healthier life. At the end of the cycle, with their weekly success and encouragement, they will move on to the fourth stage -- action/willpower -- a "the rest of your life" activity that lives the model until it becomes the fifth stage of lifestyle maintenance.

This model is one that shows where a person is at the start of the program and allows for individual measurement of success at the end. However, progress doesn't end with the program. The families will have the tools they need to continue, or to return to what they have learned if they fall away at any time.

Teaching families together is a critical approach to success. Families who learn together, and buy into the food choices made for the family, are the most successful in this type of program. Sharing the responsibilities, the choices, the enjoyment and the successes as a family make the transition to a healthy lifestyle a more simple process.

KEY PARTNERS

Cross-Lines was built on a simple idea - that poverty borne problems could be answered best by looking to the community for solutions and working together to tackle them. Partnership is a key element of programming offered at Cross-Lines.

While key organizational partners are not critical to the success of "Food for Your Family", Cross-Lines Community Outreach has constructed many relationships in the Kansas City area throughout its 50 years of service to the Wyandotte County community. The agency is well known and is held in high regard from donors, clients, businesses, churches and other service agencies. Not only do we have the support from a variety of donors, but also rely on hundreds of volunteers. The large volunteer base Cross-Lines maintains will serve as an important resource for any unexpected services "Food for Your Family" may need.

We will partner with the Kansas City, KS public schools for participant recruitment. In some of our previous programs we have also partnered with K-State extension, Whole Foods and area Master Gardeners. We anticipate utilizing the expertise of the Master Gardeners groups as we move this program forward, particularly if there is increased participant interest in our community garden. Whole Foods will continue to be a valued partner in recipe ideas and sources of healthy food choices.

PAST RESULTS

Through a partnership with the University of Kansas Medical Center, Cross-Lines developed the curriculum for the Food For Your Family program. Cross-Lines ran the program in 2011 and 2012 with significant success. Due to community response and frequent requests for this class, we determined that it is time to offer this program to the community again. Through the surveys we administered in 2011 and 2012, we found that over 96% of participants found the information they learned in class to be very useful for themselves and their family. On average, 88% of the participants thought the recipes tasted good, and 88% definitely would make the recipes at home. Food for Your Family has a high attendance rate. Due to the class related incentives and the useful information provided, class participants are highly motivated to come to each class session.

In 2013, Cross-Lines received grant funds from the Unified Government/Hollywood Casino Fund for our Be Healthy, Live Better class. We are still conducting these classes in our community. Through our pre-survey and mid-survey, we have seen an increase in our participants' knowledge regarding nutrition and healthy lifestyles. Additionally, the

participants are eager for each class and actively engage in each class session. We are on target to end the classes and expend all funds by the end of the grant period.

SUSTAINABILITY

Food programs are at the heart of Cross-Lines' service delivery, and facets of "Food for Your Family" will continue, even if the program as delivered through this grant does not. When the program is not running, the opportunities for families to learn and to actually participate in cooking and behavioral change are not available. However, the garden team provides families with opportunities to learn and participate throughout the spring, summer and fall season. The Cross-Lines case managers and kitchen staff also provide information and referrals to other programs regarding nutrition. A program similar to this program was previously funded several years ago and it has wonderful community reputation. Therefore, we will continue to seek donors and funders to partner with us to present "Food for Your Family" on a consistent basis.

This program will be advertised through Cross-Lines bimonthly newsletter, which reaches over 3,000 donors/supporters. Many groups will receive information concerning the Food for Your Family program including, but not limited to: the Emergency Assistance Coalition, Employment consortium, Victims Assistance Network, Kansas City KS Chamber of Commerce, Shawnee Chamber of Commerce, Leadership 2000, Hispanic Chamber of Commerce, New Friends of Kansas City, Western Wyandotte Co Kiwanis, and other corporate and community groups. With the support of a number of these organizations, it is to be expected that Cross-Lines will gain more funding to continue this important project so that we can reach and serve greater numbers in our community.

Unified Government – Hollywood Casino Grant Application

Organization:

El Centro, Inc.

Address: 650 Minnesota Avenue
Kansas City, KS 66101

Website: <http://www.elcentroinc.com>

Amount Requested: \$40,000.00

Program Name: **Promotores de Salud - Comprando Rico Y Sano Healthy Shopping Program**

PROJECT/PROGRAM DESCRIPTION

The Promotores de Salud Comprando Rico y Sano Healthy Shopping Program uses a minimum of 20 trained Promotores connecting with a minimum of four families each (outside of their own families), teaching them about healthy eating and healthy living. Families will also work with our Economic Improvement Coordinator to learn how to shop smarter along with shopping healthier. Through a series of classes, families will learn how to budget for their family's food needs, how to use sale ads to their fullest potential, and how to eat healthier and better more cheaply than they are now.

In addition, through the Promotores access to the community, we anticipate recruiting a minimum of 2,000 people for services including the SNAP program, KanCare, Medicare, and the ACA.

Youth Promotores (the only program of its kind in any metropolitan area in the entire country) will work with their peers and at school and community levels to get out the message of healthy lifestyles and healthier eating, along with increasing activity levels. They will also learn the process and build awareness about how to effect positive change in the community through civic engagement to change policies that are holding Wyandotte County in last place in health outcomes in the state. All community members who participate in the program will not only learn how to eat healthier, they will also learn ways in which to purchase and recognize healthy food for their families. This will serve in making the community stronger and save monies and time that would be spent on myriad healthcare challenges.

Funding will be used for salaries and benefits for the Promotores de Salud Manager and a part-time Promotores Coordinator (who will work with the Youth Promotores and Adult Promotores more intensively on a day-to-day basis), program supplies, including reusable grocery bags for the families who complete the "makeover", and food for five selected families to have a complete "makeover" of their refrigerator, pantries, and any food stock they have to get on the right track for healthier eating.

CLIENT INFORMATION

The Latino population grew a total of 65% in Wyandotte County from 2000 to 2010. Our specific target population is Latinos and families assimilating themselves and their families into a new culture and definition of healthy eating. With the dearth of healthy eating/shopping options in the KCK area, it is vital people know their options for better, healthier eating. The 20 trained Promotores volunteers and their families will be the first to participate in the program. They comprise mainly first-generation Latinos (children are second-generation) who are well-known and well-respected in the community. Through public activities and through their own network of community members, they will then recruit a minimum of four families to participate in the program. These families will also be first-/second-

generation Latinos who are also in need of healthy eating information. We anticipate 80 families (outside of the 20 Promotores' families) participating in the program, all of whom live in Wyandotte County and all of whom are at-risk/underserved.

Cultural-competence and relevance will be tailored through our almost 40 years of work with the Latino population in Wyandotte County. As all of the staff who work with clients are bilingual and multi-cultural, those we serve feel welcome to come here for information and services. It is important that we serve people where they are in life and our programs, mission, and staff reflect that belief.

The information about our target population comes from both the US Census and also the years of service-provision we have accomplished here in the community.

FUND ALIGNMENT

El Centro's Promotores de Salud - Comprando Rico Y Sano Healthy Shopping Program aligns with the Board of Commissioners' Strategic plan through our mutual interest in creating a healthier Wyandotte County. Our Promotores program is geared toward the at-risk Latino community, and is a culturally-sensitive healthy lifestyle campaign focusing on good nutrition. El Centro is proud to have participated since the beginning of Healthy Communities Wyandotte, in its committees, and its effort to tackle the health concerns of the Wyandotte County community. No one area wants to be known as last in the state for health outcomes and currently Wyandotte County holds that unfortunate distinction. Even with the groundwork laid over the past few years, Wyandotte County seems to be struggling to advance fast. Part of that is due to cultural norms brought from other countries and part of that is due to having a "we've MADE it" attitude by some who live here. They express that sentiment by no longer growing their own food, eating a predominance of fruits and vegetables, and driving everywhere. They also rely more on convenience foods and fast food to feed their families. This program looks to turn attitudes around to a healthier outlook on what it means to have "made it", by making over people's menus, pantries, and shopping habits. Through this program, we do NOT seek to change people's culture, but rather to show them how you can incorporate healthy eating and healthy lifestyles into your culture.

RESULTS EVALUATION

Based on the rate of attendance, pre-/post-evaluations given to participants, a minimum of 75% of families will achieve the results described in the "Results" section. A minimum of 85% of 15 Youth Promotores will delve deeper into the healthy eating and healthy lifestyles program, with 60% of peers they reach out to will be cognizant of healthy lifestyles and begin to put into practice what they have learned. Of the 80 proposed families, we approximate one-third of them will be contacted within the first quarter to record behavioral changes made and/or provide other information or referrals. Analyzed data will be reported and also utilized to make any needed program adjustments. Adult and Youth Promotores will work to enhance awareness about healthy lifestyles in the Latino community, including the importance of eating healthy, losing weight, and more. The project will enhance the community's awareness about health-related consequences and risks associated with obesity and improve their knowledge and access to existing healthy lifestyle resources. Program activities will also enhance a teen's ability to develop life-skills including speaking in public, decision-making, and participation in community meetings in an effort to deepen their understanding of the health issues affecting their communities.

RESULTS

The anticipated health improvements in our target population include:

- * increasing the number of fruits/vegetables per day to 3-4 servings, an additional glass of water, and 15 minutes of exercise/day
- * learn the necessary steps toward healthy shopping
- * accessible map of places where they and the community can buy healthy food
- * increase the knowledge of healthy food choices, awareness of healthy shopping strategies.
- * Families will be able to buy healthy groceries on a budget.
- * increase the knowledge of healthy eating and be empowered to effect positive change in their community around this issue.

CRITICAL MILESTONES

Our Promotores use a contact tool with everyone they meet called Connect-2-Care. This tool, developed in concert with the Promotores, gathers information about people they meet, their families, and any referrals/information they have given. The Promotores put that information into a spreadsheet for future follow-up to see where individuals/families are in regards to whatever issue(s) brought them to the attention of the Promotores. A minimum 35% of randomly chosen families will be contacted quarterly (by phone or in-person) to chart their progress in this program. Families, as well as Youth Promotores will be required to keep journals of their activities, along with any success or challenges. The NCLR curriculum is rife with evaluations for every segment of learning. Those will be collected and tallied to show a picture of what worked and what needs adjusting to have people get the most out of the sessions.

We will also verify our program is achieving results for the Latino community in Wyandotte County upon the completion of the following milestones:

- Promotores recruited families from at-risk neighborhoods in Wyandotte Co. (August 2014)
- Families receive healthy lifestyles/eating training from El Centro Staff and Partners (September 2014)
- Each Promotores paired with a family will take the family on shopping trips to local food sources for healthy shopping (October/November 2014 and ongoing)
- Post-questionnaires are administered to all Promotores (May 2014)
- Promotores Manager will compile data from Promotores questionnaires, C2C forms, and other community information to assure outcomes are reached (June 2015)

KEY PARTNERS

NCLR is supplying funding and the curriculum for the program.

K-State Extension Services Wyandotte are providing SNAP curriculum and training.

Wyandotte High School and two local churches are committed to providing interested teens for the Youth Promotores program.

PAST RESULTS

During the seven years the Promotores program has been in existence, the Promotores have seen more than 15,000 people through community activities, health fairs, and general outreach. Of those, more than 5,000 have set up appointments for screenings, check-ups, and other activities around health. In the past three years, the Promotores have seen approximately 4,000 people in the county through those same activities. Through this outreach, people have received information about healthier lifestyles and healthy living, evidence and tools to make healthier choices (stopping smoking, losing weight, eating better, exercising more), and a connectedness to the healthcare community they didn't have before. The 120 Promotores have changed lives through their volunteer service at more than 300 community events and have shown their own community how to take charge of their health in a culturally- and linguistically-competent approach not seen before in this area.

The Youth Promotores have begun slowly, but we have 12 committed teens to the program with the promise of more. One of the local high schools, Wyandotte High School, has expressed a willingness to partner with us for the Youth Promotores program.

SUSTAINABILITY

Our desire is to continue to offer this program to the most at-risk and underserved Latinos; the clients we serve. Given the growth of the Latino population in the county, El Centro believes this program will attract additional partners and resources, including corporate sponsors, and foundations, both local and national. We will continue to search for new funding sources.

Our fiscal year is July 1 -- June 30. The proposed budget for this program in 2013/2014 fiscal year is \$170,000 and attached.

Current sources of funding for the program include:

- United Way of Wyandotte County (S)
- Union Pacific Foundation (S)
- Wyandotte Health Foundation (S)
- Prime Health Foundation (S)

- Kansas Health Foundation (P)
- Sunflower Foundation (P)
- Health Care Foundation of Greater Kansas City (P)
- NCLR (S)

Unified Government – Hollywood Casino Grant Application

Organization:

Freewheels For Kids Inc

Address: 1403 Southwest Blvd.
Kansas City, KS 66101

Website: <http://www.freewheelsKC.org>

Amount Requested: \$35,264.00

Program Name: **Healthy for Life**

PROJECT/PROGRAM DESCRIPTION

Healthy for Life addresses urgent needs in Kansas City, KS for healthy activities that fight obesity and for safe, healthy modes of transportation for school-age children and youth. We have community programs, in-school and after-school programs to encourage physical activity, fight obesity and empower kids with bikes.

We believe in empowering youth to take ownership of their health and to become fully involved citizens in their communities and neighborhoods. We use bicycling to promote healthy lifestyles and empower young leaders. Our students then can create lasting changes in the community to encourage healthy behaviors.

- Community bike safety events teach very young students (3-9 yrs) safe riding skills and habits, and allow for helmet distribution. These events also reach parents with
- Bicycle Lessons and Safety Training (BLAST) brings traffic and bicycle safety lessons into Physical Education classes and addresses an urgent need at local elementary schools for alternative transportation for students.
- Earn-a-Bike classes and Bike Clubs give students 12-18 the skills they need to be mobile, involved citizens, as well as providing healthy after-school activities.
- Bike Clubs advocate for infrastructure changes (sidewalks, bike lanes, pedestrian signals) and actively implement projects that leverage a small amount of funding to make very large, lasting changes, like replacing lights in a pedestrian underpass at Jersey Creek Park, natural surface trails for transportation, bicycle parking at schools and community centers and intersection improvements to enhance pedestrian safety.

We believe an integrated approach of changes in the built environment, changes in behaviors, and education can make a community where active transportation is possible for our youth. Safe Routes to School programming, sidewalk and trail projects near schools and parks and traffic studies at schools all complement and inform our programs to best serve the county.

We currently work in Rosedale Middle School, Central Middle School, Arrowhead Middle School, the Boys and Girls Club of Kansas City, KS, the Bethel Neighborhood Center, ME Pearson Elementary, Resurrection Catholic School, Frank Rushton elementary, Grant Elementary, Whittier Elementary and Emerson Elementary.

CLIENT INFORMATION

Our clients are children and families in low-income or underserved areas. We serve kids by giving them the skills and tools they need to form healthy habits in their daily lives and to reshape their community to support healthy habits and choices. We encourage activity and work to ensure that our students are safe; we give out hundreds of helmets, but emphasize skills and knowledge to avoid injury or risky behavior entirely.

Healthy for Life will reach approximately 1,380 Kansas City, KS youth and children in the program year.

- Earn-a-Bike (EAB) and bike club activities target at-risk youth ages 12-18. B.L.A.S.T. (Bicycle Lessons and Safety Training), bike-to-school and bike rodeo programming target children ages 6-11, with an emphasis on those 9-11.
- In 2013, we worked in 66101, 66102, 66103, 66104 and 64127. We feel that our efforts are most effective when focused on a particular area, so that we can work with the community to adapt our efforts to local needs. In 2014, we are working in 66101, 66102, 66103, 66104, and 66112.
- 180 Earn-a-Bike graduates will receive a bike, helmet and safe riding instruction and move into Bike Club activities, twice a week after school, nearly year-round.
- 800 elementary age students will receive BLAST training in their school, along with helmets and the chance to take home repaired bikes.
- Approximately 400 students will take part in at least two community bike safety events and receive helmets, at Kaw Point Park and Waterway Park.

FUND ALIGNMENT

Healthy for Life aligns with many aspects of the Board of Commissioners strategic plan of social services, health, recreation, infrastructure, multimodal transportation and environment.

The Healthy Communities Wyandotte report advocated for an Environmental Infrastructure Action Team to "build, redesign and better utilize Wyandotte County's environmental infrastructure to provide opportunities for healthy and active living."

FreeWheels is involved in the IAT, and we meet the goals of providing physical activity opportunities through events and regular programs, improving safety by identifying obstacles to active transportation in neighborhoods and tackling them, creating stronger neighborhoods with bike and pedestrian infrastructure to connect neighbors, pursuing policy changes to open previously disused areas to recreational development and helping to educate the public about changes. BLAST programs also "integrate health and well-being into education", per the education recommendations. Nutrition recommendations to "promote healthy eating" informs our decision to use fresh fruit as our after-school snacks.

Bike Clubs give students the opportunity to work with commissioners, UG staff and other community groups to identify and advocate for changes in the built environment that improve the health and well-being of all residents, encourage active transportation, safeguard our natural areas and environment and use infrastructure changes to build community.

RESULTS EVALUATION

The goal of all of our programs is to empower our students to be full partners in their health and the health of their communities, using bicycling as a vehicle for those changes. By giving them the skills and tools they need, we enable healthy, active transportation.

BLAST programs are measured with pre- and post-tests to measure traffic safety. We also are able to track active transportation at repeat school using nationally-standardized Safe Routes to School surveys. This information also guides where we concentrate our efforts.

Community bike safety events are designed to increase awareness of safe bicycling skills and behaviors, encourage healthy behaviors, and provide venues for our partners to reach children and families with healthy activities like Zumba, healthy eating and gardening. We plan to hold 2 community bike safety events in 2014, and reach 450 children.

Middle school and high school students complete pre- and post-tests to measure knowledge, skills and attitudes about bicycling. Students also work to complete student-led projects that benefit their community.

RESULTS

Outcome 1: Students use active transportation to arrive at school.

Measurement tool: SRTS travel tallies and parent surveys.

Success goal: 50% increase in students walking or biking to school in schools that receive BLAST training.

Outcome 2: Increase physical activity in Bike Club students and families.

Measurement tool: Mileage and attendance logs for group activities, self-reported activity.

Success goal: 75% of students report increased bike riding outside Bike Club.

Outcome 3: Improve neighborhood infrastructure and facilities to provide opportunities for physical fitness.

Measurement tool: Narrative report of each Bike Club's projects and accomplishments.

Success goal: Each Bike Club completes a project that is student led and has a lasting impact on their community.

Outcome 4: Empower Bike Club students to become active citizens.

Measurement tool: Empowerment surveys, administered before and after Bike Club.

Success goal: 75% of students report civic empowerment on surveys.

Outcome 5: Improve knowledge of traffic safety, laws and safe riding habits.

Measurement tool: BLAST pre/post tests, Earn-a-Bike traffic tests, administered orally.

Success goal: 10% or greater improvement on BLAST tests, all EAB students score 70% or higher.

Outcome 6: Students exhibit high levels of safe bicycling skills and behaviors.

Measurement tool: Riding skills evaluation by instructors, after first group ride and at the end of school year activities.

Success goal: Students improve their skills and exhibit 80% proficiency or higher after involvement in Bike Clubs.

CRITICAL MILESTONES

We are not a bike-centric organization, we are a kid-centric organization. The tools outlined in "results" help us track key indicators to measure our progress.

The traffic safety tests for BLAST and Earn-a-Bike are based on national standards and objective-based curricula. The empowerment survey and traffic skills evaluations are based on national best practices, and our data analysis includes measures of instrumentation effectiveness. We are constantly seeking to improve our programs based on feedback from our measurements and feedback from participants.

All our programs have been based on a felt need expressed by community members and participants to FreeWheels staff, and we use both qualitative feedback and quantitative results to guide improvements to our programs.

We will also be able to use past SRTS data in 2014 to guide future planning and site choices. The UG, BikeWalkKC and FreeWheels for Kids have been collecting data since 2012, and we are able to use those data to make well-informed decisions about programs.

KEY PARTNERS

The far-reaching nature of our programs ensures that we collaborate with providers of health services, youth and community centers, policy organizations, community groups, the Unified Government and of course, schools.

Bike safety events give community health organizations a chance to reach children and families, including Latino Health for All, El Centro, Blessed Sacrament Church, Campfire USA, the YMCA of Greater Kansas City, Healthy Communities Wyandotte and others.

BLAST programs take place in USD 500 and USD 202 schools. Sites for 2014-2015 include Grant Elementary, Frank Rushton elementary, Whittier Elementary, ME Pearson Elementary and Emerson Elementary. Other schools will be included based on pending results of Safe Routes to School transportation studies.

Middle school and high school programs take place in schools and community centers, including the Bethel Neighborhood Center and the Boys and Girls Club of Kansas City, KS. Each site's students develop plans for community projects, which in the last year have involved Rosedale Development Association, Earthriders Trails Association, Healthy Communities Wyandotte, Wyandotte County Parks and Recreation and local bike clubs and organizations.

PAST RESULTS

Recent successes include:

- Central Middle School Bike Club students successfully advocated for the UG to prioritize sidewalk and bike improvements on 10th St. Sidewalks are being rebuilt in March 2013, and bike lanes and traffic calming measures were added to a request for federal funding as a result of students' presentation at a standing committee meeting in December 2013.
- Rosedale Middle School Bike Club students have been building natural-surface (dirt) trails to provide an outdoor education lab, healthy recreation, environmental improvement and an off-street connection between Belrose Manor, a low-income housing development with a high concentration of young families, and the school. To date, two miles of sustainable trail are open, with another mile scheduled to open in May, and a total of 10-12 planned.
- BLAST classes at ME Pearson and Frank Rushton brought bicycling into PE for over 235 students in 2013, and sent home 55 repaired bicycles.
- Community bike safety events at Waterway Park and the Central Avenue Parade reached over 300 children with safety curriculum and helmets in 2013.
- 98 Earn-a-Bike graduates repaired 173 bikes for younger students and themselves in 2013.
- FreeWheels served a total of 855 students in 2013 with similar programs.

SUSTAINABILITY

Many partners who are interested in Wyandotte County kids having safe, healthy activities collaborate to make this project possible. The Brain Injury Association of Kansas, Mother Child Health Coalition and Children's Mercy Hospital provide injury prevention support. Schools, principals and community centers provide staff to help with programs, and FreeWheels volunteers help to boost our capacity and reduce our dependence on paid staff for education programs.

We are creating communities where bicycling as exercise and transportation is a normal part of growing up in Kansas City. Already we've seen brothers and sisters participate in community bike safety events as both volunteers and participants, graduate from BLAST classes and move on to Bike Clubs. Bike Clubs are working to create safer communities with small, targeted improvements that can make large, lasting changes.

Secured funding for Healthy for Life includes: \$5,000 from New Belgium Community Giving, \$10,000 from the Menorah Legacy Foundation, \$14,160 from the Health Care Foundation, \$3,600 from Latino Health for All, \$6,000 from Specialized, \$5,000 from the Cray Family Foundation, \$2,000 from the Kansas Department of Health and Environment and bikes, helmets and some supplies via individual donors, BIAKS and others.

There are pending requests to support or supplement parts of this project: \$19,785 from the Health Care Foundation, \$10,000 from People for Bikes, \$2,000 from KCCAN! And \$500 from the Kansas Department of Education.

Healthy for Life also benefits from widespread community support and major gifts to support indirect costs like storage, transportation, printing, bikes and promotion.

Unified Government – Hollywood Casino Grant Application

Organization:

Friends Of The Kaw Incorporated

Address: P.O. Box 1612
Lawrence, KS 66044

Website: <http://kansasriver.org>

Amount Requested: \$16,000.00

Program Name: **Promote Use of the Kansas River Water
Trail in Wyandotte County**

PROJECT/PROGRAM DESCRIPTION

The Kansas River (known locally as the Kaw) is a central piece of Kansas's history and heritage, supporting communities from pre-colonial times to the present with drinking water, food resources, wildlife habitat, aesthetic beauty, and recreational opportunities. On July 14, 2012 the Kansas River officially became part of the National Water Trail System, a major milestone for Friends of the Kaw (FOK) in our efforts to protect and preserve one of Kansas' most valuable natural resources. In the past ten years FOK has assisted the Unified Government of Wyandotte County (UG) to construct three access ramps to the Kaw at Edwardsville, under the Turner Bridge and at Kaw Point Park where the Kaw enters the Missouri River. FOK respectfully requests \$16,000 in funding to promote and encourage use of this recreational resource and educate participants about the importance of protecting and preserving native habitat and their drinking water sources.

During the course of this project, FOK will:

- Produce a five-minute video to encourage safe boating to include wearing Personal Flotation Devices (PFDs) and navigating safely on the Kaw. This video will be used on our web site, during presentations, and the following activities.
- Organize and publicize with no charge for UG residents:
 - o Two informational paddling seminars at Kaw Point Park. (150 participants total)
 - o Two basic canoe and kayak paddling classes at the Edwardsville Ramp. (200 participants total)
 - o Four float trips free of charge for UG residents (200 participants total) from:
 - De Soto to Cedar Creek Access ramps (for families with grade school children - 5 miles)
 - Cedar Creek Access ramp to Edwardsville (10 miles)
 - Edwardsville to Turner Bridge (7.5 miles)
 - Turner Bridge to Kaw Point Park (9 miles)
- Assist KDHE Bureau of Waste Management and UG Neighborhood Resource Center organize a fall stream cleanup near N. 36th Street and Freeman.
- Introduce the Kansas River Ambassador program for area middle school and high school students.

- Work with Friends of Kaw Point Park (FOKPP) to open up levee trails along the Kaw to the public.

CLIENT INFORMATION

The lower Kaw runs 25 miles through Wyandotte County (WyCo.) yet many residents are unaware of the recreational opportunities available on the river or the role the Kaw plays in the county's ecological and cultural heritage. Our target population is any individual or family from WyCo that wants to safely enjoy a quality outdoor recreational experience right in their own backyard or learn about the river's history and its role in our daily lives. We want to include all age groups (except children under the age of five), socio-economic groups, and cultures but we will make a special effort to insure that at least 30% of the 560 people directly served by this project (at least 168 people) will represent at-risk or underserved populations. Our WyCo partners will provide key support, assisting us in crafting a promotional message that resonates with the community and builds excitement for the program. We will also accomplish this task in part by promoting the project and float trips through the Kansas River Ambassador's program at area middle and high schools. Because 69% of WyCo children qualify for free or reduced lunches we believe this is the best way to promote our activities to reach the at-risk or underserved population.

FOK has found that our best educational tools are our group float trips. At a break on a sandbar, participants enjoy a hot dog and marshmallow roast and attend a sandbar seminar to learn more about the Kaw, its environs and the problems it faces.

FUND ALIGNMENT

FOK's planned grant program relates most to the Healthy Community Recreation and Environment sections of the Commissioner's Strategic plan with our focus on safe boating and protection of one of Kansas' most valuable natural resources, the Kaw River. WyCo residents will have opportunities to exercise and appreciate nature in their own county while learning more about how the river impacts their quality of life. This program will create a healthier community by sharing information and stimulating discussion to change behavior and provide physical activity opportunities throughout the county.

We will also introduce potential career paths as early as middle school and mentor students with the introduction of the Kansas River Ambassador program. This program teaches students how the Kansas River impacts their daily lives and explores future opportunities in environmental science. It also provides an opportunity to safely experience the river on a guided float trip with their parents or guardians.

We will create stronger neighborhoods by helping gain access to levee trails that will promote social connectedness. Friends of Kaw Point Park (FOKPP) is currently working on expanding connections to area trails i.e. the walking, hiking and biking trails on top of the levees that run along the Kaw and Missouri River. FOK was the umbrella organization for the formation of FOKPP and continues to work closely with this group.

RESULTS EVALUATION

The success of this project, Promote Use of the Kansas River Water Trail in Wyandotte County, will be evidenced by achieving the following measurable outcomes:

Measureable Outcomes	Measure/Verify Results
1. Increase awareness of recreational opportunities on the Kaw Riverkeeper, number of registrations for	1. Monitor number of hits to Float & Fish web pages, calls & emails to Kansas paddling seminar, classes and float trips.
2. Increase awareness of river safety issues	2. Monitor number of views of video & number of people who attend padding seminars, classes and float trips.
3. Increase awareness of how the Kaw affects ones life, work and health	3. Results from pre and post evaluations taken by paddling seminars, classes and float trip participants

- | | |
|---|---|
| 4. Increase awareness of pollution issues on or near the river. | 4. Monitor the number of people who participate in clean up activities. |
| 5. Increase WyCo youth participation in Kansas River Ambassador program | 5. Monitor number of inquiries and enrollments for program in WyCo |
| 6. Increase number of miles of walking, hiking and biking trails in WyCo. | 6. Monitor number of miles opened to the public on the levee trails. |

RESULTS

Indicators of measureable outcomes will include:

1. FOK will see a 15% increase in the number of hits to Float & Fish web pages and calls and emails to the Kansas Riverkeeper concerning river recreation. Project float trips will fill to capacity -- thirty four paddlers and five to ten passengers in canoes per trip.
2. The video will be viewed 200 number of times on the FOK Float & Fish webpage during the grant period and at paddling seminars and classes. These activities will also fill to capacity -- 350 participants.
3. Participants will demonstrate a 25% improvement in scores of post questionnaires over scores of pre questionnaires at paddling seminars, classes and floats.
4. At least 20 county residents will participate in the fall clean up activities near 36th St. and Freeman.
5. At least ten WyCo youth will enroll in and complete the Kansas River Ambassador Program.
6. FOK and FOKPP will successfully open up at least 5 miles of the Kansas River levee trail.
7. From questionnaires filled out at activities we will monitor how many participants learned about our activities via promotion at middle schools and high schools so we can determine if over 168 participants represent at-risk or underserved populations.

CRITICAL MILESTONES

During the grant period, FOK will monitor the web site hits of our Float and Fish web pages where the new video will be embedded and which contains information about boating and recreation opportunities on the Kaw ([http://kansasriver.org/float-and-fish/.](http://kansasriver.org/float-and-fish/)) We will use Google analytics to compare the number of hits during the grant period to the previous year.

FOK works with an exceptional evaluation consultant who will compose a ten question multiple choice questionnaire for adults and high school students that will cover participants' perceptions and knowledge of the Kansas River concerning recreation, safety, water quality, and environmental issues. We will also compose an age appropriate questionnaire targeted at upper elementary and middle school students concerning many of the same issues. We will ask paddling seminar, classes and float trip participants to fill out the questionnaire when they register for activities and have them fill out the questionnaire again at the end of the activity. Our evaluation consultant will prepare an account of the results of the pre and post questionnaires for our final report. We will promote the Kansas River Ambassador Program in both the youth and adult questionnaire to encourage interest and enrollment in the program. We will also ask participants to tell us how they learned about these activities so we can monitor what outreach efforts where most productive.

Finally, we will maintain ongoing communication with FOKPP as well as state and county officials to monitor the improved access to the levee trails.

KEY PARTNERS

FOK has worked in WyCo for over ten years -- assisting in the construction of three boat ramps, planning and participating in three Breaking the Silence Conferences, and implementing two EPA Environmental Justice and one EPA Environmental Education grants in the county. We will personally communicate with the WyCo contacts that we have developed to help us promote these grant activities including:

- Dr. Michael Hotz, Wyandotte High School and Cathy Hotz, Schlagle High School who will assist us in implementing the Kaw Ambassadors program at area middle and high schools and will liaison with the USD 500 school district.
- Richard Mabion, Building a Sustainable Earth Community; Bridgette Jobe, KCK Convention and Visitors Bureau; Rachel Jefferson, IEJ Farms; Joe Jennings, J-14 Farm; Brenda and Nathan Barnes, Schlagle High and KCK City Commissioner; Dr. Sharon Lee, Southwest Boulevard Family Health Care; Steve Curtis, Community Housing of Wyandotte County; Marcia Pomeroy, KCK Saturday Academy; Liz Hicks, KCK Community College; Donnelly College, and Struggler's Hill/Roots Neighborhood Association to help promote all grant activities.
- The Friends of Kaw Point Park Board of Directors who will guide the work to expand access to the levee trails.

PAST RESULTS

For more than twenty years, FOK has been the only grassroots conservation organization whose mission is to protect the Kaw. When we formed in 1991, the river was almost totally inaccessible to the public. Since then we have encouraged the construction of fourteen new access points with several more in the planning process. Mainly because of this added infrastructure the U.S. Department of Interior designated the Kansas River Water Trail (KRWT) as the 2nd National Water Trail in the nation in 2012.

We also organize over 15 group educational floats per year and have introduced over 6,000 individuals to the beauty of this river and the problems it faces. As a member of the Waterkeeper Alliance, our Kansas Riverkeeper fights pollution, works to improve access, guides float trips, and advocates for in-river dredging operations to move to appropriately sited pit mines.

We have developed the Kansas River Ambassadors program over the past several years and have tested components of the program with the Lawrence Boys and Girls Club, Johnson County 4H and DeSoto middle school science classes (over 75 students in total.)

We keep the public informed of the state of the river through our email list comprised of over 1800 members, as well as through our Facebook and Twitter accounts. Our website also receives over 2000 hits per month with information on locations of access ramps, safe boating practices, and environmental, cultural and historic knowledge.

SUSTAINABILITY

Friends of the Kaw was incorporated in 1997 and hired our first Kansas Riverkeeper in 2000. FOK is funded by membership contributions, special events and grants. FOK is now a well established and respected conservation organization in the state of Kansas and we will continue to fulfill our mission to protect and preserve the Kaw.

We will apply to several other funders to assist us with the activities of this grant:

- We have been asked by REI to submit a grant application by April 11, 2014. REI's grant program seeks to grow and enhance diverse, accessible, and popular outdoor recreation places where our members recreate. We will request \$5,000 to help fund the production of the video and promote the Kansas River Water Trail in metro KC
- We will also submit a \$2,000 request to the 2014 Paddle Nation Project on April 18, 2014 to support the Kansas River Ambassador project. Paddle Nation grants are for non-profit organizations who are interested in connecting young Americans with their waterways through recreational paddling. This funder will give National Water Trails special consideration to help bolster the work underway to get youth engaged.
- We will apply for a \$3,000 Applicant Defined Grant to the Health Care Foundation of Greater Kansas City to help fund the production of the video and promote the Kansas River Water Trail in metro KC.

Unified Government – Hollywood Casino Grant Application

Organization:**Friends of Yates Branch,
Inc.****Address:** 1418 Garfield Avenue
Kansas City, KS 66104**Website:** <http://www.friendsofyates.org>**Amount Requested:** \$50,000.00**Program Name:** **Eating Smart, Healing and Wellness
Nutrition Education Program**

PROJECT/PROGRAM DESCRIPTION

Poor diet and lack of physical activity significantly contribute to four of the ten leading causes of death in the United States -- heart disease, cancer, stroke and diabetes. Diet also adversely influences disorders such as obesity and hypertension. In 2013 Wyandotte County's health ranking revealed that 12% of the population is diabetic, 27.4% is obese and 26.5% has high blood pressure (source: <http://county-health.findthebest.com/1/991/Wyandotte-County-Kansas>). Friends of Yates (FOY), proposes to implement Eating Smart, Healing and Wellness Nutrition Education Program. This program will focus on victims of domestic violence residing at the Della Gill/Joyce H. William Center and through its outreach program. The overall goal of the program will be to promote good health and prevent or postpone the onset of diet-related chronic diseases by empowering participants to establish healthier eating habits and be more physically active. The program objectives are: 1) Provide nutrition education to 50 victims of domestic violence; and 2) 90% of participants will learn about the relationship between nutrition, physical activity, health and positively prolong quality of life.

To achieve these objectives FOY will hire a Nutrition Specialist that will teach participants how to make food choices which can improve the nutritional quality life with special emphasis on foods that address heart disease, cancer, stroke and diabetes. The nutrition education workshops will be delivered as a series of 24 workshops (2 per month), over a 12 month period. The workshops will teach participants new skills in food production/preparation, storage, safety/sanitation, and they will also learn to better manage their food budgets and related resources from federal, state and local food assistance agencies and organizations. They will learn about related topics such as physical activity and health. The hands-on, learn-by-doing approach will allow participants to gain the practical skills necessary to make positive behavior changes. This project will also hire two gardeners who will teach participants the conditions necessary to grow healthy plants from seeds. The creation of a vegetable/fruit garden will give women a safe place to be outdoors and elevate their level of activities. Products from the garden will be incorporated into the food preparation workshops.

CLIENT INFORMATION

The Program will serve a total of 50 victims of domestic violence in Wyandotte County, 100% of this population is underserved. The Kansas Bureau of Investigation (KBI) 2012 Report on Kansas Domestic Violence and Rape, reported a total of 91 domestic violence related homicides of which 7 were in Wyandotte County. The report also revealed that in 2012, 841 domestic violence arrests were made and 605 protections from abuse orders were filled. The Center's client base is 60% minority population. Therefore, in order to accommodate the victims served, the facility employs individuals from these backgrounds and has strived to establish culturally sensitive programming.

Due to their income levels, low-income families traditionally have poor eating habits. Their children learn this behavior and adopt poor eating habits as well and the onset of these conditions of heart disease, cancer, stroke and diabetes start early in life and full blown by the time they are adults because of their lack of knowledge about nutritional values and proper diet. Traditionally, nutrition education has been a focus of the Center but because of tight budget and the competing demands of crisis intervention funds have not been readily available to address the demand and concerns of healthy eating habits. Parents can play a critical role at home in preventing childhood obesity. The nutrition classes can influence dietary practices, physical activity, sedentary behaviors, and ultimately weight status for victims of domestic violence residing in the shelter as well as continue once shelter they move into permanent housing.

FUND ALIGNMENT

Enormous attention, effort, and resources are being paid to the obesity epidemic and its related health consequences (Sturm, 2002) across the country. The Kansas City, KS area, is experiencing an alarming rise in the number of overweight and obese persons. The 2012 County Health Rankings, released by the Robert Wood Johnson Foundation, measured counties in all 50 states by such metrics as smoking and obesity rates, percentage of uninsured adults, number of vehicle crashes, access to healthy food and instances of low birth weight. Wyandotte ranked 97th out of 100 counties, with one being the healthiest. The high prevalence of Kansas City, KS residents who are overweight coupled with the known serious health consequences that result sparked the Wyandotte County Government to create the report Healthy Communities Wyandotte. One of the recommendations made in that report is to "increase physical access to healthy foods in Wyandotte." The Eating Smart, Healing and Wellness Nutrition Education Program will address access to healthy foods through the creation of a fruit/vegetable garden.

The Healthy Communities Wyandotte report also explains that "not everyone in Wyandotte County understands how to prepare healthy food from scratch, possesses the knowledge to make informed decisions about nutrition, or feels capable of leading a healthy lifestyle. Lack of nutritional knowledge and empowerment contributes, in turn, to a low countywide motivation to eat (fresh fruits and vegetables) healthy." This program will address the lack of nutritional knowledge through providing nutrition education classes and cooking classes.

RESULTS EVALUATION

The USDA recently summarized evidence available about the impact of nutrition education on improving the diets of low-income families. It concluded that there is evidence that consumers do modify their food choices after participating in well-designed nutrition education programs that teach how a good diet can benefit long-term health. The evidence also showed that people who have participated in lessons on good food shopping practices tend to make more healthy food choices at the store. The Eat Smart, Healing and Wellness Nutrition Education Program aims to improve the nutritional well-being of victims of domestic violence by providing information that will help them to change their behaviors. Participants will achieve the following outcomes:

Outcome 1: Improve their diets and increase their physical activity, delaying or preventing chronic diseases and obesity.

Measure: pre-and post-tests of participants to assess a change in knowledge and behavior.

Outcome 2: Learn safe food handling practices, and experience fewer foodborne illnesses.

Measure: pre-and post-tests of participants to assess a change in knowledge and behavior.

Outcome 3: Increase the availability of fruits and vegetables which support healthier lifestyles.

Measure: Number of participants that maintain and harvest the garden.

RESULTS

The Eating Smart, Healing and Wellness Nutrition Education Program will provide a behavior-focused nutrition education and promotion program that will help victims of domestic violence maximize food resources and make food choices that support and promote good health with special emphasis on foods that address heart disease, cancer, stroke and diabetes. Furthermore, the program will assist individuals at nutritional risk (such as victims of domestic violence), improve their health status and achieve a positive change in dietary and physical activity habits, resulting in improved nutritional status and in the prevention of nutrition related programs through optimal use of the

supplemental foods received at the shelter and other nutritious foods. The project will use the following indicators to evaluate the success of the program:

- The percentage of women enrolled in the program
- Attendance rate
- Percentage of women reporting an increase in their physical activity
- Percentage of women reporting making healthier food choices

CRITICAL MILESTONES

Success will be accomplished with a step-by-step measurement tool and feedback on our effectiveness in meeting our goals. Project evaluation will include close qualitative and quantitative monitoring of the extent to which the objectives are met. In addition, baseline data will be collected on each participant to measure and document growth and improvement over the year of the grant. . The program will use pre-and post-tests to determine if the program is achieving the intended results.

KEY PARTNERS

As a result of the organization working in the field of domestic violence for over the past 33 years, existing relationship and partnerships are presently in place with a broad base of organizations that have on-going contact with victims of domestic violence. Because of the confidentiality the program will be limited to domestic violence survivors residing in the shelter and through its outreach program. The program will not be open to outside individuals because women at the center need to be able to feel safe and comfortable in the program.

PAST RESULTS

FOY was created with the mission is to serve as a constant community entity where sources of creative energy are reflected in the lives of people of all ages by helping them develop skills of coping successfully with the transitions in life. FOY has many successful programs that focus on domestic and community violence. In relation to this project our Culinary Program provides hands-on instruction and insight into the food industry and prepares participants for a wide variety of jobs such as: restaurant manager or catering. For the past three years the program has served 36 women of which 8 have found gainful employment. A successful participant had the following to say about the program: "the culinary program allowed me to be gainfully employed in the food industry with a good salary. It has allowed my children and I to be safe and lead violent free lives."

SUSTAINABILITY

Friends of Yates and its collaborating partners are confident that the Hollywood Casino Grant funds provided by this grant will be a sound and effective investment in the community. It is this project's goal to ensure that the practices and improvements developed through this grant will be integrated into institutional operations. Friends of Yates has had great success in integrating prior grant programs into the mainstream of the organizations' activities because the projects were vitally needed, enthusiastically welcomed and closely aligned with the organizations strategic plan. Friends of Yates will also seek other grant opportunities to strengthen and expand its programs.

Unified Government – Hollywood Casino Grant Application

Organization: **Girls on the Run Serving
Kansas City, Missouri (formerly,
Girls on the Run of Jackson County)**

Address: 2110 W. 75th Street
Prairie Village, KS 66208

Website: <http://www.gotrkc.org>

Amount Requested: **\$8,100.00**

Program Name: **Girls on the Run Serving Greater Kansas
City**

PROJECT/PROGRAM DESCRIPTION

Girls on the Run is a physical activity-based positive youth development program designed to develop and enhance girls' social, psychological, and physical competencies to successfully navigate life experiences. Our program instills self-esteem through health education, life skills development, mentoring relationships, and physical training - all of which are accomplished through an active collaboration with girls and their parents, schools, volunteers, staff, and the community. Two unique programs are offered: Girls on the Run serves girls in the 3rd through 5th grade and Girls on Track for girls in the 6th through 8th grade.

The program is currently taught in elementary schools, middle schools and community centers around the Kansas City area and meets twice a week for 10 weeks. Each hour and a half session is led by specially trained volunteer coaches and includes lessons dealing with issues such as body image, negative self-talk, resisting peer pressure, gratitude, gossip, nutrition, substance abuse, making healthy decisions and contributing to the community. The Girls on the Run lessons encourage positive emotional, social, mental and physical development. Participants explore and discuss their own beliefs around experiences and challenges girls face at this age. We start with helping the girls get a better understanding of who they are and what's important to them. Then, we look at the importance of team work and healthy relationships. And, finally, the girls explore how they can positively connect with and shape the world.

Running is woven into our program to inspire an appreciation of fitness and to build habits that lead to a lifetime of health. At the end of each 10 week session, the girls participate in the Girls on the Run 5k. This celebratory, non-competitive event is the culminating experience of the curriculum.

It is our mission to offer the program to all girls who wish to participate, regardless of their ability to pay. The cost of the program for every girl is \$135 per season. This proposal seeks to meet the demand for the program by offering scholarships to those girls that would not be able to participate due to financial hardship.

CLIENT INFORMATION

In 2013, Girls on the Run of Greater Kansas City educated and inspired over 2,200 girls ages 8-13 years old across Greater Kansas City. More than 52% of our participants were awarded a full or partial scholarship based on financial need last year.

Girls in our program meet the following demographics (average taken from spring and fall 2013):

Girls in grades 3 - 5th: 80% of participants
 Girls in grades 6th - 8th: 20% of participants
 Average age: 10 years old

In Wyandotte County our program served 53 girls in 2013 and was offered at 3 sites - Midland Trail Elementary, Bonner Springs YMCA and Turner 6th Grade Academy. All of these sites were fully funded, meaning that all of the program participants received full scholarships.

This grant funding will provide scholarship funding to 60 additional girls in Wyandotte County, 100% of which will be underserved or at-risk youth. Scholarship need is determined by participation in the free/reduced lunch program or qualifying household income.

FUND ALIGNMENT

This is the reality of today's elementary and middle school girls:

- Among 5-12th grade girls, 59 percent were dissatisfied with their body shape.
- Of girls in that same age group, 47 percent said they wanted to lose weight because of photos they saw in magazines.
- Girls ages 10 and 12 (tweens) are confronted with "teen" issues, such as dating and sex, at increasingly earlier ages. Among 8-12-year olds, 73 percent dress like teens and talk like teens.
- Girls ages 8-12 are more worried about being teased and made fun of than they are about being attacked with a weapon or being kidnapped.
- Between 5th and 9th grade, gifted girls, perceiving that smarts aren't sexy, often hide or downplay their accomplishments.
- By age 15, girls are twice as likely as boys to become depressed.

In addition to those struggles girls deal with today, more than 30 percent of youth in Kansas are considered overweight or obese. Low socioeconomic status youth are particularly at risk for negative health consequences because of the numerous barriers to health-promoting behaviors, such as physical activity. (Goodman, Slap & Huang, 2003) Positive youth development programs such as Girls on the Run are vital to low-income youth who are disadvantaged in multiple arenas, notable academics and physical health. (Chaloupka & Johnston, 2007)

The Girls on the Run program specifically addresses these issues and will provide girls in Wyandotte County the tools they need to lead positive, healthy lifestyles.

RESULTS EVALUATION

One goal of the program is to inspire a life-long appreciation for physical fitness and well-being and to build healthy habits that will last a lifetime. We use physical activity to inspire and motivate girls throughout the 10-week program, to encourage lifelong health and fitness, and most importantly, to build confidence through accomplishment. Based on research nationally and locally we know that girls who get involved with sports or other physical activities can combat the negative feelings that lead to unhealthy behaviors. Regular physical exercise, when it's something she enjoys, can enhance girls' mental health, reduce symptoms of stress and depression, and help girls feel strong and competent. (source: Anita Gurian, Ph.D. NYU Child Study Center, Updated on Aug 30, 2012) The Girls on the Run program works to increase girls' self-esteem and lower the potential for girls to develop bad habits and/or engage in risky behavior in their teen years and beyond.

RESULTS

Dr. Rita DeBate, Ph.D., MPH, CHES, has evaluated the program since 2000 to assess the impact of participation. She found our curricula improves self-esteem, body size satisfaction and physical activity, as well as positive changes regarding attitudes towards healthy behaviors. Key findings from the most recent assessment from September 2008-April 2009 include higher self-esteem and body size satisfaction among girls exposed to the program as compared

with participants never exposed to the program; these positive attitudes were still present 5 months after the initial survey.

Locally, we conduct a survey each spring that measures pre- and post-program attitudes around body image and healthy habits. Our most recent study found the program has a positive overall impact on youth development in the Kansas City area. Specifically, there was clear evidence of improved self-perceptions, greater satisfaction with perceived body image, and increased healthy behaviors and physical activities as a result of program participation.

Self-Esteem & Self-Perceptions

-In general, negative perceptions significantly decreased as a result of participating in the program. Particularly, there was a significant decrease in girls lacking self-respect, feeling like they don't have much to be proud of, and feeling like they are never good.

Lifestyle Behaviors & Physical Activity

-Overall, an increase in adopting healthy behavior can be attributed to program participation. Specifically, girls were more likely to report including fruits and vegetables during meals and participating in physical activities with their families by the end of the program.

The full study reports are available upon request.

CRITICAL MILESTONES

Each spring, we conduct a pre- and post- survey among program participants. The pre-test is administered at the beginning of the second lesson and the post-test administered at the beginning of lesson twenty, the final lesson of the season. The surveys are sent to an outside firm for evaluation and analysis. The final results are available to us in mid-June. As indicated above, the results show that Girls on the Run has a positive impact on youth development for girls in the Greater Kansas City area.

We also view participation in our season-ending 5k as a measure of success. Typically, more than 95 percent of our program participants will cross the finish line of the Girls on the Run 5k. Completing the 5k gives the girls a tangible understanding of the confidence that comes through accomplishment as well as a framework for setting and achieving life goals. Crossing the finish line is a defining moment when the girls realize that even the seemingly impossible IS possible.

KEY PARTNERS

We partner with schools and community centers to ensure our program is delivered safely and establish the best experience possible for our participants. In Wyandotte County, we work with the administrators at Midland Trail Elementary and Turner 6th Grade Academy to facilitate program delivery. Because teams meet at the schools, it is important to have the support and backing of the school administration for each of our program sites. We also work with the staff at Bonner Springs YMCA to provide a safe site location for our participants there.

As we continue to grow in Wyandotte County we look forward to establishing further relationships with additional organizations in the area.

PAST RESULTS

Girls on the Run of Greater Kansas City was established on July 1, 2012. Our study among program participants occurs in our spring season only, therefore numbers above only reflect the number of 3rd - 5th grade girls who participated in the survey in spring 2013 (n=499). The results indicate the program has proven to have a positive overall impact on youth development. Specifically, there was clear evidence of improved self-perceptions, greater satisfaction with perceived body image, as well as increased healthy behaviors and physical activities as a result of participating in the program.

SUSTAINABILITY

Sustaining scholarship funding to underserved youth is a part of our strategic development plan. We will fulfill that plan by focusing on three key areas: strategically selecting new program sites, increasing fundraising efforts and seeking and developing partnerships to help underwrite program expenses.

We rely on the following committed funding sources: Anthem Media, Blue Cross Blue Shield of Kansas City, Garmin, donations from our SoleMate's fundraising program, individual donations and earned income from program registration fees.

In addition, our grant writing team is working to target ten additional grants focused on youth development for 2014.

Unified Government – Hollywood Casino Grant Application

Organization:

Greater Kansas City Golden Gloves Association Inc

Address: 901 SE 12th St
Lees Summit, MO 64081

Website: <http://kcgoldengloves.com>

Amount Requested: \$50,000.00

Program Name: KC Golden Gloves Expansion

PROJECT/PROGRAM DESCRIPTION

Funding will be utilized to expand and improve the ability of the KC Golden Gloves to reach high risk youth by teaching physical fitness and self-improvement through amateur boxing.

CLIENT INFORMATION

The KC Golden Gloves serves over 300 youth in the Wyandotte County area over a given year. Most of these young men and women are between the ages of 8 and 21. Through polling of our gyms we estimate that over 80% are minority and over two-thirds are dealing with economic or family issues.

FUND ALIGNMENT

Our boxing programs teach physical fitness, nutrition, and self-discipline. Participants are exposed to volunteer coaches who serve as friends, mentors, and examples of living a health-conscious, drug and alcohol-free life. Older participants are encouraged to take on a role of responsibility by training and mentoring younger youth in the program.

RESULTS EVALUATION

KC Golden Gloves is committed to keeping youth off the streets and in boxing gyms in an environment that is conducive to personal growth. We see evidence of our success as the attendance at our boxing clubs grows each year. Many nights you will find gyms packed with three kids working on one bag. Many of our boxers will go on to college through the KC Golden Gloves scholarship program. Several of these former competitors are now working to coach at local clubs or serve on the board of directors helping build a better organization.

RESULTS

We are an all-volunteer organization. We do not have the resources to monitor and produce a detailed study of outcomes. However, we plan to conduct an annual online survey of coaches, participants, and parents to gather feedback and determine the effectiveness of the programs. The indicators of our success are also the increasing number of kids in our gyms, the youth we have witnessed grow into outstanding young men and women, and the compliments we get from teachers and coaches about our youth.

CRITICAL MILESTONES

We will evaluate the number of youth in our organization and the number of gyms to determine if we are achieving the desired result. Growth equals success as each additional young man or woman in our gyms represents a high-risk youth that could be heading down an opposite path. Our expectations for participants are that they maintain or improve physical fitness, serve as a role model for younger youth, and work to become a "mentor" for those youth.

KEY PARTNERS

Our gym owners and coaches are key partners in our success. The Turner Rec center, the KCK PAL gym, RNE Boxing Club, and the Community gym on N. 17th St provide venues for our boxing clubs. Without the support of these entities and their facilities our program would suffer. The Unified Government is a key partner for our program as use of the Memorial Hall venue allows us the opportunity for a fundraising event each year.

PAST RESULTS

KC Golden Gloves has grown its boxing program both by number of youth served, number of coaches involved, and number of gyms in recent years. Our growth and quality has been evident at the national Golden Gloves tournament the last two years as we have placed 8th and 2nd out of 30 teams the last two years. To accomplish these results you must have many participants and quality coaches doing great work.

SUSTAINABILITY

Our program is in our 79th year, the longest running sporting event in Kansas City history. Our primary source of funding is proceeds from hosting the KC Golden Gloves regional championships each spring. We receive private donations that comprise about 20% of our revenue each year.

Unified Government – Hollywood Casino Grant Application

Organization:

Hartwig Legacy Foundation

Address: 650 Minnesota Avenue
Kansas City, KS 66101

Website: <http://www.kchealthykids.org>

Amount Requested: \$50,000.00

Program Name: **Healthy Eating and Active Living Policy
Initiatives for Wyandotte County**

PROJECT/PROGRAM DESCRIPTION

Through Healthy Eating and Active Living Policy Initiatives for Wyandotte County ("Policy Initiatives"), KC Healthy Kids (KCHK) will advocate for changing Wyandotte County's food and physical environments so that they support healthy lifestyles and empower individuals to practice healthy eating and active living (HEAL). Given that an unhealthy environment is a significant contributor to the obesity epidemic, changes in organizational and government policies are necessary to increase the availability of corner and grocery stores, community and schoolyard gardens, safe playgrounds and parks, unbroken sidewalks and painted crosswalks, biking and walking trails, and healthy foods in schools and worksites. With these environmental changes, it is easier for individuals to eat nutritiously and be physically active for the long-term, which in turn leads to decreased rates in child and adult obesity and its associated chronic diseases. Funding would be utilized to support salaries and program expenses to advocate (not lobby) for this HEAL policy agenda:

Food Deserts:

1. Increase water access for community gardens and urban farms, such as by renewing the grant process initiated in Kansas City, KS in 2013
2. Per recommendations made by the Grocery Access Task Force, advance policies that attract grocery and healthy corner stores into under-resourced neighborhoods in Wyandotte County

Institutional Purchasing of Local Foods:

1. Promote the adoption of healthy food policies and practices in schools, health care organizations, and businesses
2. Implement recommendations of the Food Hub Feasibility Study to regionally distribute locally produced foods to institutions

Complete Streets and Active Transportation:

1. Promote implementation of KCK and Kansas Complete Streets policies to encourage sidewalk and crosswalk development/improvement, public transportation, and bike lanes

Joint Use and Land Use:

1. Promote joint use, zoning and permitting to increase green spaces for community gardens, parks, playgrounds, and recreation, and to accommodate crosswalks, bus stops, walking school buses, sidewalks, and farmers' markets
2. Provide strategic support on the Wyandotte County Levee Trails Project Executive Team to promote feasibility study of levee trails

Schools:

1. Support the adoption of healthy eating and active living policies, including encouraging farm to school policies and programs in schools

CLIENT INFORMATION

While Policy Initiatives particularly seeks to improve the health of residents living in under-resourced communities (23.4% of Wyandotte County residents live below the poverty level), all residents (160,449) will benefit from policies promoting greater access to healthy food and physical activity opportunities. According to the 2013 Kansas City Regional Health Assessment Report, prepared by Mid-America Regional Council for the REACH Healthcare Foundation, Wyandotte County's adult obesity rate increased from 31.1% to 38.2% between 2010 and 2012.

Increasing the number of grocery stores - .15 per 1000 residents -- and healthier corner stores would benefit the 13.6% of Wyandotte County low-income residents who have low access to a large grocery store. (<http://kchealthmatters.org/community-dashboard>).

Policies to improve institutional food would benefit the 20.5% of county residents who are food insecure; such individuals often rely on institutional food, which is often lower in nutritional content. (<http://kchealthmatters.org/community-dashboard>). School children also benefit because they consume 30-50% of their total calories at school. (Feeding America.)

The lack of access to places for physical activity and recreation are also a focus of our advocacy, benefiting the 32.6% of the county's population that is sedentary (<http://kchealthmatters.org/community-dashboard>) and working to increase the number of recreation facilities from the current 3 per 100,000 residents. (<http://www.countyhealthrankings.org/app/kansas/2013/wyandotte/county/outcomes/overall/snapshot/by-rank>)

Policy Initiatives is designed to facilitate collaborations among diverse stakeholders and broker relationships with aligned community initiatives. Including representatives of the target populations or beneficiaries of our advocacy efforts in our collaborations supports health and social equity and makes our advocacy work more culturally competent.

FUND ALIGNMENT

The Healthy Communities/Recreation section of the Strategic Plan provides for encouraging healthy lifestyles through program services and facilities, including collaboration with Healthy Communities Wyandotte (HCW). The HEAL policies for which KCHK will advocate fulfill several recommendations contained in the HCW Plan:

HCW Plan Goal/Recommendations: Build, redesign, and better utilize Wyandotte County's environmental infrastructure to provide opportunities for healthy eating and active living by, in part: a) providing physical activity opportunities throughout Wyandotte County; and b) improving neighborhood safety through infrastructure developments.

- HEAL Policies
 - a) Implement complete streets measures adopted by KCK and Kansas. These would prioritize wider sidewalks, broader crosswalks, and bike lanes for physical activity and increased safety.
 - b) Land use policies would also support sidewalks and bike lanes, trails, parks, playgrounds, and community centers.
 - c) Joint use policies would support physical activity by allowing greater public accessibility to recreational facilities on school, church, and employer properties.
 - d) Levee trails would provide physical activity opportunities.

HCW Plan Goal/Recommendations: Improve Wyandotte County's food environment so all residents can and want to eat healthy food by, in part: a) promoting healthy eating through school food policies and programs; b) increasing physical access to healthy foods; and c) making nutritious food more affordable.

- HEAL Policies
 - a) Support the adoption of HEAL policies in schools, including encouraging farm to school policies and programs.
 - b) Increase water access affordably to community gardens and urban farms.
 - c) Advance policies to attract grocery and healthy corner stores.
 - d) Promote healthier food in institutions.

RESULTS EVALUATION

We will achieve the following initial (1 year) outcomes:

1. Increased knowledge by policymakers and business leaders of healthy food access, healthy eating, and active living issues affecting the region, neighborhoods, and organizations;
2. Increased number and effectiveness of collaborations across multiple sectors for the HEAL policy agenda;
3. Increased internal and external media supporting the HEAL policy agenda; and
4. Increased adoption of institutional policies supporting purchasing of locally grown foods.

Intermediate outcomes (1-3 years) will include:

5. Increased number of organizational and community policies that support healthy food access, healthy eating, and active living;
6. Increased economic opportunities in under-resourced and food desert communities; and
7. Increased institutional purchasing of locally grown foods.

Over the long-term (3-5 years), KCHK expects this Project to result in improved access to healthy food, increased healthy eating, and increased physical activity in Wyandotte County institutions and neighborhoods.

With guidance from our evaluation consultant, KCHK Communications and Policy staff and interns will measure Policy Initiatives outcomes using data sources including literature and media reviews, meeting attendance records, policy and practice reviews, reviews of labor reports, and assessments of the creation of new jobs and investment associated with healthy food retail.

RESULTS

KCHK will use the following indicators to measure our outcomes:

1. Increased knowledge of healthy food access, healthy eating and active living: We examine the number of policymakers and business leaders that reference healthy eating and active living barriers, according to various reports and communication tools.
2. Increased number and effectiveness of collaborations: We assess the number of collaborative achievements and the level of collaborative functioning.
3. Increased internal and external media supporting the policy agenda: We monitor the number of references to policy work on various external media platforms.
4. Increased adoption of institutional policies: We evaluate the number of policies and practices implemented that support the purchase of locally grown foods in institutions and the number of organizations participating in our Karat Gold program (institutional purchasing program).
5. Increased organizational and community HEAL policies: We measure the number of implemented policies and environmental changes designed to improve healthy food access, healthy eating, and active living, and the number of organizations and communities implementing policies.
6. Increased economic opportunities: We calculate the number of new food retailers and jobs, and the increase in financial investment for healthy food access within food desert communities.

7. Increased institutional purchasing of locally grown food: We determine the number of institutions making local food purchases and the percentage of local food purchases in proportion to all food purchases by institutions locally.

CRITICAL MILESTONES

KCHK will monitor progress against its Project Timeline, which contains a schedule of steps in the advocacy process, including legislative calendars and institutional timelines. Steps contained in the Project Timeline are based on annual policy advocacy cycles, and are divided into four parts applicable to public and institutional policies: 1) assessment of policy opportunities and partner capabilities; 2) policy and strategy development; 3) initial roll out and messaging of policy goals; and 4) focused advocacy -- mobilizing partners, messaging key points, monitoring progress on policies, tracking implementation, and marketing progress. KCHK will assess progress on various policy initiatives against this Timeline.

KCHK will also evaluate progress toward the stated outcomes (above) by assessing the source data collected on an ongoing basis. Finally, several policy initiatives build upon earlier progress and recommendations and will be assessed against them as well. For instance, some policies promoting grocery stores in food deserts will implement recommendations of the KC Grocery Access Task Force (initiated by KCHK) and will be evaluated against those recommendations. Likewise, policies supporting regional distribution of institutional food will be assessed, in part, against recommendations of the Greater Kansas City Food Hub Feasibility Study.

Guiding our assessment, KCHK contracts with Cheryl Gibson, PhD, Associate Professor in the Department of Internal Medicine at University of Kansas Medical Center. Dr. Gibson has conducted numerous clinical and community-based intervention research projects designed to modify health-related behaviors among diverse populations. Dr. Gibson advises our data collection and evaluation to support our HEAL advocacy efforts.

KEY PARTNERS

Reversing and preventing obesity through policy and environmental change requires multi-field, multi-sector collaboration. Therefore, we seek to collaborate with the entities and individuals that complement our expertise, strengthen our efforts, and lift the voices of individuals most impacted.

For all aspects of Policy Initiatives, KCHK will collaborate closely with the Healthy Communities Wyandotte Steering Committee and its sub-committees. Numerous KCHK staff engage regularly in this effort and will seek input from these entities. In addition, KCHK will work closely with its leading advisory board, the Greater Kansas City Food Policy Coalition (GKCFPC), a multi-sectoral coalition of individuals and organizations advocating for a strong local food system that provides healthy, sustainable and accessible foods for everyone. GKCFPC identified and approved the policy agenda items related to food deserts and institutional purchasing of local food.

KCHK also works with other partners who can provide strategic support on particular agenda items. Partners include: 1) H2O to Grow Coalition (water access to community gardens and urban farms in KCK); 2) KC Grocery Access Task Force (policy initiatives to attract grocery and healthy corner stores in under-resourced neighborhoods); 3) Greater KC Food Hub Working Group (regional aggregation and distribution of locally-produced foods); 4) Kansas Statewide Partnership (healthy eating and healthy food retail and distribution); 5) BikeWalkKC (Complete Streets, walkable neighborhoods, and land use); and 6) Farm to School Academy (healthy local food in schools). We also actively partner with other community groups to lift the voices of residents about the impact of HEAL policy changes.

PAST RESULTS

KCHK is known as a successful advocate of HEAL policies in the Kansas City region, with significant staff expertise and depth and broad strategic collaborations. Our efforts have been supported by more than 40 regional funders and four national funders -- the Robert Wood Johnson, J. R. Albert, and the W.K. Kellogg Foundations, and the USDA. As a result, KCHK has increased access to healthy food and physical activity in low-income communities and has

successfully advocated for more than 20 HEAL policies, including 12 complete streets resolutions, urban agriculture and farmers' market ordinances, municipal resolutions supporting increased access to healthy foods, land trust reforms freeing vacant lots for urban food production, and funding for water access for urban farms and gardens.

This Project focuses on key policy areas in which we have achieved results collaboratively, including:

Food Deserts

- Increased water access for urban agriculture in Wyandotte County through a pilot grant fund
- Developed recommendations for affordable food retail in under-resourced communities in KCK (and KCMO) through the KC Grocery Access Task Force

Institutional Purchasing of Local Foods

- Administered the Greater Kansas City Food Hub Feasibility Study to deliver a guide for regional distribution of locally-produced food
- Recruited 10 organizations to participate in purchasing locally produced foods (Karat Gold)

Complete Streets and Active Transportation

- Advocated for 12 Complete Streets resolutions

Schools

- Launched Farm to School programs in 6 Greater Kansas City school districts

SUSTAINABILITY

Policy change for healthy eating and active living is central to KCHK's mission and every initiative we undertake. Therefore, our commitment to implementing this Project and continuing to increase healthy eating and active living in Wyandotte County is ongoing.

KCHK has a strong record of sustaining its programs and we expect that to continue with this Project. We leverage use of our funds to secure additional funding and to sustain our work for the long-term. Since our incorporation in 2005, KCHK has invested \$3 million of its own funding in our policy, program, and communications work on healthy eating and active living. Additionally, nearly all of our initiatives are underwritten using a combination of funding sources, including foundations, public funding (e.g., USDA), earned income (e.g., consulting services), and corporate sponsorships.

For this Project, we will leverage other funding including Kansas Health Foundation (committed -- KCHK was awarded 1 of 5 Statewide Partnership Grants in 2013), Health Care Foundation of Greater Kansas City (pending), the American Heart Association's Voices for Healthy Kids (pending), Prime Health Foundation (committed), and other in-kind (committed -- KCHK), private, and regional funding.

Sustainability is also guaranteed through the engagement and capabilities of our partners, who also commit time, talent, and resources to achievement of the policy agenda.

Finally, sustainability is secured through program reviews. All KCHK's initiatives are reviewed against operating plans, financial data, and population reach and impact to ensure effectiveness and efficiency and to avoid duplicating other local efforts.

Unified Government – Hollywood Casino Grant Application

Organization:

Harvesters

Address: 3801 Topping Avenue
Kansas City, MO 64129

Website: <http://www.harvesters.org>

Amount Requested: \$50,000.00

Program Name: **Harvesters' Wyandotte Healthy Eating Programs**

PROJECT/PROGRAM DESCRIPTION

As the only food bank serving Wyandotte County, Harvesters is the community's link between an abundant food supply and people in need. Harvesters will utilize this funding to expand our nutrition education programs, nutritious food distribution and SNAP outreach throughout Wyandotte County.

NUTRITION EDUCATION:

Kids in the Kitchen is a nutrition education class that focuses on food preparation, food safety skills, nutrition and the importance of making healthy food choices. The four-week nutrition curriculum teaches children the importance of fruits and vegetables, USDA MyPlate and how to make healthy snacks.

Project STRENGTH empowers participants with the skills they need to stretch their food resources and provide healthier meals. STRENGTH is an acronym for the program's components: Simple eating guidelines; Tips for a safe kitchen; Reading labels and smart shopping; Eating for prevention; Nutrition messages; Good nutrition away from home; Training your body; and Home cooking.

Project STRENGTH II offers an advanced level of nutrition training. Project Strength II measures how well participants retained information from Project Strength. The PSII curriculum addresses nutritional information on macro and micronutrients, reviews popular diets, educates participants on basic knife skills, and increases participant knowledge regarding parts of plants and multiple preparations for those same foods.

HEALTHY FOOD: Harvesters is increasing our distribution of fresh produce in Wyandotte County to 750,000 pounds, or 25% of our total distribution. We are working to ensure that individuals and families seeking food assistance have access to the fruits and vegetables necessary for a healthy diet. One of the most effective ways that Harvesters is able to get produce into the hands of people who need it is through mobile food pantries. Mobile pantries are refrigerated trailers that deliver produce to those in need. Mobile pantries help our agencies to dramatically expand their capacity to serve those in need, removing barriers such as space and refrigeration.

Harvesters also connects food insecure families with nutritious food resources through our SNAP (food stamp) outreach. Through our outreach efforts, Harvesters works with community organizations to reach eligible low-income people who are not currently participating in SNAP.

CLIENT INFORMATION

Harvesters targets the 32,130 individuals, or 20.5% of the population, identified as food-insecure in Wyandotte County according to data from Feeding America's Map the Meal Gap. Food insecurity among children in Wyandotte is even higher, at 27%. Food insecurity is defined as the lack of access to enough food for an active, healthy life and/or limited or uncertain availability of nutritionally adequate foods. Food insecure Wyandotte residents also face challenges related to their environment. According to the USDA -- Food Environment Atlas, 13.6% of Wyandotte residents are low-income and have low access to a grocery store (low access is defined as no store within one mile radius for urban areas, no store within ten miles for rural areas) and 2.9% have no car and low access. These challenges require a comprehensive response by the government, private sector and community organizations. Harvesters is utilizing our partnerships in these areas to provide consistent access to nutritious food that is needed by our clients, as well as working to create long-term solutions through nutrition education and SNAP outreach. Harvesters provides culturally competent services through our agencies in Wyandotte by tailoring our programs to meet the diverse needs of the population. Harvesters recently hired a bilingual employee to target Hispanic communities through SNAP outreach. We also engage bilingual staff to help us translate nutrition education curriculum into Spanish. With these efforts, Harvesters seeks to build momentum towards a healthier Wyandotte where food insecure individuals have the resources they need to achieve healthy, productive futures.

FUND ALIGNMENT

Harvesters' initiatives align with the Board of Commissioner's Strategic Plan by enabling Wyandotte's residents to eat healthy food. Harvesters encourages healthy lifestyles among the underserved in Wyandotte through our collaboration with a network of 65 agencies and 41 schools. Many of the interventions traditionally used to improve health take place in a clinical setting. Our programs target underserved communities in the neighborhoods in which they live, through community centers, low-income housing complexes, schools, libraries and religious facilities. Harvesters' programs work to improve the Wyandotte food environment for low-income individuals so that residents can access and prepare healthy foods.

Unfortunately, a person's zip code can be one of the most important indicators of their health. This is especially true of low-income communities in Kansas City, Kansas and the surrounding areas in Wyandotte County. Key issues that affect the health of a neighborhood include access to healthy food, safe streets and parks and an availability of tobacco products. The Institute of Medicine of the National Academies' report *The Future of the Public's Healthy in the 21st Century* states that, "it is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural and physical environment conspire against such change." In order to create and sustain a community environment that fosters health and healthy behaviors, Harvesters is focused on removing barriers in Wyandotte County that prevent disadvantaged communities from easily accessing healthy food while advocating for long-term solutions through nutrition education and SNAP outreach.

RESULTS EVALUATION

Harvesters is committed to achieving a statistically significant change in nutrition knowledge and healthy behaviors for participants in our Nutrition Education classes. These programs are designed to provide a deeper understanding of nutrition and influence positive change in health-related behaviors. In the past, Harvesters has used a post-assessment evaluation that measured performance without a pre-assessment comparison. Harvesters has recently piloted a pre-assessment-post-assessment evaluation design to measure factual nutrition knowledge change over the course of a class. In addition, Harvesters has added targeted behavior questions related to consumption of three key food groups: whole grains, fresh fruits, and fresh vegetables. Our current fiscal year will serve as the initial year to set a base line for change.

In addition to outcome measurements, Harvesters tracks the number of participant exposures for each class. The goals for FY2015 are:

1. Provide 100 Kids in the Kitchen participant exposures
2. Provide 500 Project STRENGTH participant exposures
3. Provide 50 Project STRENGTH II participant exposures.

Because of the high food insecurity rate in Wyandotte, Harvesters has set aggressive food distribution goals for FY2015. Our goal is to distribute 3.4 million pounds of food including approximately 825,000 pounds of produce to those in need in Wyandotte.

RESULTS

Harvesters is leading the regional effort to eliminate hunger, while using our position as a food bank to promote healthy food choices for our clients. Harvesters uses multi-sector collaborations to increase awareness of both hunger and healthy eating, while building solutions that are appropriate and sustainable in the low income communities we serve. Through our produce distribution and mobile pantries we are providing individuals with the resources to make healthier meal choices. Through our nutrition education programs, we are mobilizing individuals and families by strengthening their knowledge and skill so that they feel confident utilizing produce they receive through our partner agencies, as well as funds they receive through SNAP to put together nutritious meals. Combined, our increased focus on nutrition and hunger advocacy helps us move towards our mission goal of "ending hunger tomorrow".

Harvesters uses practice based evidence from the Feeding America network to develop our program implementation. We also rely on national, regional and local data to guide our strategic planning process. Our recent strategic plan places a higher priority on the acquisition and distribution of fresh produce, which will help us to create a healthier Wyandotte by providing more nutritionally focused care. We have become an essential partner with 65 charitable agencies to distribute grocery products to those in need throughout Wyandotte. These agencies are emergency food pantries, soup kitchens, shelters, day care centers, and senior centers. Harvesters' collaboration with agencies helps us to consistently monitor the needs of the community and the food-insecure population.

CRITICAL MILESTONES

Harvesters tracks our progress to goal for our healthy food, nutrition education and SNAP outreach programs by comparing results against our 5 year strategic plan. Annually, we set monthly and quarterly goals by department to check progress against strategic plan imperatives. During the most recent strategic plan refresh in FY13, we created goals for:

- Shifting the food distribution product mix to include more produce
- Increasing the reach of Nutrition Education Classes
- Increasing the number of meals provided through our SNAP outreach

Harvesters tracks program success through internal tracking as well as reporting from our partner agencies. We work with a wide range of agencies to effectively distribute food to communities in need. Harvesters' agencies are on the front lines, providing for the needs of individuals in our community. We monitor our agencies through our monthly agency reports. Harvesters compiles information from the monthly reports submitted by agencies, including the number of adults, children and elderly individuals served by food pantries, as well as the number of total meals served by on-site feeding programs. We also monitor agencies to make sure that they are complying with food safety policies and are following Harvesters' agency guidelines, for example agencies are not allowed to charge for food.

Harvesters also receives input from the community through surveys, interviews and informal information gathering from our member agencies. This puts us in direct contact with the individuals we are serving and allows us to better understand their needs.

KEY PARTNERS

Harvesters collaborates with 65 agencies and 41 schools in Wyandotte County. Harvesters would not be able to distribute food without the dedication and commitment of our agencies. Organizations include the Kansas State School for the Blind, St. Paul's Episcopal Church, The Salvation Army, First Spanish Pantry, Mason Temple Institute and Iglesia Belen, Inc. Harvesters partners with agencies to provide training, information, and resources on safe food handling, nutrition, strategic planning, volunteers and fundraising.

The partnership with our network of agencies is critical to the success of our nutrition education programs, and we are committed to giving agency staff the tools they need to help meet our shared goal of building healthy lifestyles for families and individuals. Harvesters partners with our agencies to provide training, information, and resources on safe food handling, nutrition, strategic planning, volunteers and fundraising. We've found that educating agency staff on healthy nutrition allows agency staff to teach our program curricula and equips those on the front lines of emergency food delivery with the knowledge they need to assist recipients on a daily basis.

Harvesters partners with Mid-America Assistance Coalition (MAAC) to minimize duplication of services. We encourage our agencies to participate in MAAC link, a comprehensive database which tracks emergency assistance delivery, and United Way 211 to refer individuals in the community to a pantry or social service agency close to them that can meet their needs.

PAST RESULTS

In fiscal year 2013, Harvesters distributed 3 million pounds of food and household items to those in Wyandotte County, in fiscal year 2012 we distributed 2.7 million and in fiscal year 2011 we distributed 2.7 million. In the current fiscal year, which ends June 30, Harvesters is on track to distribute 3.3 million pounds of food.

We know from the past three years of test results that our nutrition education and healthy eating programs are improving the overall health and quality of life for participants. In FY2013, participants in Harvesters' nutrition education classes received an overall post-test score of 83%. The results for FY12 and FY11 are similar, 87% and 82% respectively. This indicates that participants are retaining a significant percentage of the nutrition knowledge included in the curriculum. Harvesters strives to provide a support system for our clients through nutritious food distribution, innovative nutrition education programs and public policy agendas. Through these efforts we seek to build momentum towards a healthier community where food insecure individuals have the skills and resources they need to achieve healthy, productive futures.

SUSTAINABILITY

As part of the community for 35 years, Harvesters has been able to develop positive, longstanding relationships that continue to provide us with a broad base of support - from big corporations to local residents -- all helping us to provide sustenance and resources to those in need.

Our nutrition education, healthy-eating programs, as well as our advocacy efforts are sustained through program-specific grants, general unrestricted operating funds, and government support. Harvesters receives reimbursement from the Corporation for National and Community Service for AmeriCorps members who serve as nutrition educators.

Despite the economic environment, Harvesters continues to increase funds raised over the past several years. Methods for soliciting annual funds include: direct mail, individual donations, grantsmanship, special events, corporate and foundation support, honorariums/memorials, government support, fund drives, cause marketing, and planned giving. We also benefit from current and ongoing support with many local corporations and organizations including food and fund drives, employee United Way donor designations, volunteer opportunities, and event sponsorship. Agencies who receive shelf- stable food from Harvesters also pay a handling fee on some of the food they receive. This handling fee is \$0.13 per pound, and is charged on all non-perishable items stored in our warehouse. All perishable items (produce, dairy and bread) agencies receive are free. Handling fee makes up a small portion of Harvesters' budget.

Unified Government – Hollywood Casino Grant Application

Organization:

Heartland Habitat for Humanity

Address: 1401 Fairfax Trafficway, Suite 323D
Kansas City, KS 66115

Website: <http://www.heartlandhabitat.org>

Amount Requested: \$15,000.00

Program Name: Raised Garden Bed Kits

PROJECT/PROGRAM DESCRIPTION

Heartland Habitat for Humanity respectfully requests \$15,000 to create and sell raised garden bed kits to residents of Wyandotte County. We will use funding to purchase materials for the garden bed kits, recruit and train volunteers to construct the kits, provide the kits in our Wyandotte County ReStore, then follow up with Wyandotte County families who have purchased the kits to verify improved nutritional habits as a result of growing their own produce at home. The total cost of this project is \$25,850. We anticipate generating \$1,875 in revenue from the sale of garden bed kits. Another \$8,975 will be secured from other funders and matched with the \$15,000 grant from the Unified Government-Hollywood Casino Grant Fund to cover the project's full cost.

Heartland Habitat has established relationships with more than 3,500 volunteers in the community. We will recruit teams of volunteers to construct raised garden bed kits that are 4'x4'x11". In addition to working with existing volunteers, we will also reach out to youth organizations in Wyandotte County to involve youth volunteers. The organizations may include YouthBuild, Boy Scouts, Girl Scouts, Kansas City, Kansas high schools, and church youth groups.

Each kit will be made from cedar board with cedar corner posts, using galvanized deck screws. Garden bed kits will be sold from the Wyandotte County ReStore to Wyandotte County residents for \$25 each. Proof of residency will be verified before each purchase with driver's licenses. Wyandotte County residents that are low to moderate income and referred to us by a partnering social services agency will receive a garden bed kit free of charge. We anticipate selling 75 bed kits and giving 75 away at no charge to low to moderate income families. Each bed will come partially assembled with instructions provided. We will also provide suggested planting schemes appropriate to this size of raised garden bed.

Approximately six months after the purchase of each garden bed kit, Heartland Habitat Family Services staff members will follow up with each buyer to complete a simple survey. Survey results will allow us to measure the outcomes of this project.

CLIENT INFORMATION

The Raised Garden Bed Kit project at Heartland Habitat for Humanity will provide 150 families in Wyandotte County with the instructions and resources to assemble, install, and use raised garden beds at their homes. At least 50% of clients -- or 75 families -- will be living in low to moderate income situations. Each individual who purchases a raised garden bed kit at the Wyandotte County ReStore will be asked to complete a short form that requests their name, address, phone, and income level (from among four range selections). Residency in Wyandotte County will be verified with driver's licenses.

Our Family Services team will follow up with each individual and family that purchases a garden bed kit to verify use and measure outcomes. One Family Services staff member is fluent in Spanish and will be able to provide culturally competent service to Latino families. The Wyandotte County ReStore serves more than 2,100 Wyandotte County residents each month. ReStore is a public retail outlet that sells quality new and used building materials and appliances, priced at 20% to 80% off retail. All items in the store are donated. The Wyandotte County ReStore is one of two operated by Heartland Habitat for Humanity. In addition to providing affordable home materials and items, ReStore provides a donation outlet for the public, a source of revenue for our agency, and diverts thousands of tons of waste from landfills annually.

FUND ALIGNMENT

The Raised Garden Bed Kit program aligns directly with many health priorities of the Unified Government of Wyandotte County, as well as its strategic plan. The addition of raised garden beds on private property will increase accountability among property owners, as gardens require care and attention and will increase the amount of time residents spend outside; causing them to notice other areas of their properties.

The project will support the small business model of the Wyandotte County ReStore -- an effort to re-use materials, reduce landfill waste, and increase the number of jobs in Wyandotte County. The addition of 150 garden beds in Wyandotte County will improve the life and health conditions of citizens, especially those most at risk, as we will give raised garden bed kits away at no charge to low and moderate income Wyandotte County residents.

The lifestyle associated with gardening will encourage maximum health and physical well-being through additional time spent outdoors and the physical activity required of gardening. Children and families will eat healthier food, reducing their risk of obesity. We will directly target children and families living in poverty situations, addressing their lack of access to nearby grocery stores by providing them with the means to grow healthy food themselves. Access to healthy food will increase and nutritious food will be more affordable.

RESULTS EVALUATION

Heartland Habitat for Humanity is committed to achieving the following measurable outcomes for Wyandotte County residents served by this program:

1. 75% of youth volunteers from Wyandotte County who work on constructing raised garden bed kits will demonstrate an increased understanding of steps necessary to create a garden in one's own yard. This outcome will be measured with pre and post tests given to youth volunteers prior to and upon completion of raised garden bed kits. The Volunteer Coordinator will administer the pre and post tests and calculate results.
2. 50% of contacted Wyandotte County residents who purchase or receive raised garden bed kits from Heartland Habitat's Wyandotte County ReStore will report an increased use of homegrown produce in their daily diet within 12 months of purchasing their garden bed kit. This outcome will be measured with self-reporting surveys completed prior to the purchase, and by Heartland Habitat Family Services staff members using phone interviews within six to twelve months of the purchase.

RESULTS

Heartland Habitat for Humanity will administer surveys prior to each raised garden bed kit purchase. The surveys will be on hand at the Wyandotte County ReStore desk and will request the following information: date of purchase, first and last name, ethnicity (not required) address, city, state, zip, phone number, and email address. In addition, consumers will choose from four annual family income options: \$60,000 and above; \$30,000 - \$59,999; \$15,000 - \$29,000; and \$14,999 and below. Finally, each consumer will be asked to self-report the number of times per week that they include homegrown produce in their meal plan or diet: 10 times or more; 6-10 times; 3-5 times; or less than

3 times per week. Phone interviews conducted within 6-12 months after the garden kit purchase will ask the same homegrown produce question to document an increase in healthy food use.

Youth volunteers will be given a brief pre-work survey prior to beginning construction of garden bed kits. These surveys will allow us to measure the level of knowledge surrounding home gardens among youth participants from Wyandotte County. Upon completion of each garden bed kit, youth volunteers will be given the same survey to measure an increase in knowledge.

Results will be monitored to adjust the program as needed and to revise the project for future efforts.

CRITICAL MILESTONES

The Raised Garden Bed Kit project will only happen with funding from the Unified Government-Hollywood Casino Grant Fund. Upon receipt of funding, Heartland Habitat for Humanity will reach out to community partners in Wyandotte County - YouthBuild of Wyandotte County, Girl Scouts, Boy Scouts, local faith groups, and local high schools - to identify volunteer groups interested in working on this project. We anticipate securing all volunteer groups within the first three months of the grant period.

Materials will be purchased and work days scheduled for construction of raised garden bed kits. These work days will take place at the Wyandotte County ReStore. In addition, instructions will be created and printed to accompany the raised garden bed kits to assist consumers in assembling their garden beds and planting their first plants. We anticipate having all raised garden bed kits with instructions complete and ready for sale by February 2015.

During the grant period's second half, we will partner with urban gardening experts in Wyandotte County to offer classes and seminars at the Wyandotte County ReStore. We will communicate the availability of these workshops to the consumers who purchase raised garden bed kits, and also to the general public through social media and in-store advertising.

During the final five-six months of the grant period, we will sell raised garden bed kits and follow up with consumers to measure outcome results.

KEY PARTNERS

Key partner organizations in this project include the following:

YouthBuild of Wyandotte County -- Heartland Habitat for Humanity has an established relationship with YouthBuild and we've completed several similar projects with them in the past. In the Raised Garden Bed Kit project, we will utilize youth volunteers from YouthBuild to construct the garden bed kits. In the process, youth volunteers will develop a greater understanding of how to garden.

Kansas City, Kansas High Schools, Boy Scouts/Girl Scouts / Church Youth Groups -- Heartland Habitat is contacted frequently by youth organizations looking for volunteer opportunities. The use of power tools and insurance requirements necessitate a minimum age of 18 for all volunteers on home build sites. This project will allow us to create volunteer opportunities for teens, and -- similar to YouthBuild -- educate additional young people in Wyandotte County on the value and ease of home gardening.

Urban Gardening Resources -- We intend to offer gardening workshops and seminars on-site at the Wyandotte County ReStore during the grant period for low-income homeowners in Wyandotte County and the general public. This will involve partnership with local gardening experts, which will be identified should funding become available.

PAST RESULTS

Heartland Habitat for Humanity strengthens families by creating affordable homes and opportunities for low-income families to build equity and independence through home ownership. Since 1987, Heartland Habitat for Humanity has built, renovated, or rehabilitated more than 200 homes in Wyandotte County. We are the largest Habitat for Humanity International affiliate in the Midwest, covering 60% of the Greater Kansas City geographic area. In addition to a core competency in home improvement and construction, we have extensive knowledge in managing a significant workforce of volunteers, managing more than 3,500 volunteers annually.

Heartland Habitat for Humanity has operated a ReStore in Wyandotte County, Kansas for several years, and operates a second store in Johnson County, Kansas. Since these two stores have been open, more than 1,000 tons of materials have been diverted from landfills. In 2013, more than 26,000 customers shopped at the Wyandotte County ReStore. In addition, ReStore generates consistent revenue for our agency, which provides services and programming to hundreds of low-income families living in the Kansas City area.

Our agency recently partnered with YouthBuild of Wyandotte County to construct wheelchair ramps for low-income families in Wyandotte County. This project was successful in improving access for dozens of Wyandotte County residents and in educating young people on the value of hard work, collaboration, and service to others.

SUSTAINABILITY

Heartland Habitat for Humanity respectfully requests first-year funding from the Unified Government-Hollywood Casino Grant Fund for the Raised Garden Bed Kit project. Should the project be successful in assisting low-income families with increased access to healthy foods and improved health factors, we will continue this project beyond the first year. This project has a total expense budget of \$25,850. We are requesting \$15,000 from the Unified Government-Hollywood Casino Grant Fund. We anticipate sales of raised garden bed kits to reach \$1,875, necessitating an additional \$8,975 in philanthropic support. Continued funding for the project beyond the grant will come from other philanthropic support.

ReStores generate revenue for Heartland Habitat for Humanity. These funds are invested into the direct service of Heartland Habitat and allow us to build, rehab, or repair homes for and with families in need. In addition to meeting the needs of the target population for increased access to healthy food, this project will also increase traffic to the Wyandotte County ReStore. Additional benefits from this include leveraging additional program support for Heartland Habitat, and more home improvement projects completed in Wyandotte County.

Unified Government – Hollywood Casino Grant Application

Organization:**Kansas City Community
Gardens, Inc.**

Address: 6917 Kensington
Kansas City, MO 64132

Website: <http://www.kccg.org>

Amount Requested: \$50,000.00

Program Name: Healthy Gardeners Wyandotte

PROJECT/PROGRAM DESCRIPTION

Kansas City Community Gardens (KCCG) and its affiliate organization, The Giving Grove, request a grant of \$50,000 from the Unified Government of Wyandotte County to improve nutrition for Wyandotte County residents through urban gardening. The proposed project is a continuation of the Healthy Gardeners Wyandotte program supported by the Unified Government from 6/1/13- 5/31/14. Building on the program's successes to date, KCCG proposes to use grant funds to support school, home, and community garden projects throughout Wyandotte County that are helping improve access to healthy food. Selected projects will be co-located with "edible tree gardens" constructed by The Giving Grove staff and consisting of fruit and nut trees and berry bushes that will provide healthy food and help fight hunger for years to come.

A grant from the Unified Government will support the following activities that will empower Wyandotte County residents to grow and eat their own fresh fruits and vegetables, resulting in better nutrition:

- (1) Fight hunger in Wyandotte County by establishing Giving Grove edible tree gardens, or micro-orchards, that will provide fresh food for donation to Wyandotte County food pantries for years to come.
- (2) Establish Giving Grove orchards at Habitat for Humanity homes that will provide fresh food for low-income Wyandotte families;
- (3) Help Wyandotte families and neighborhoods increase their access to healthy food through gardening by providing raised bed garden construction, tilling, supplies, technical assistance, free education, and outreach to families, neighborhood groups, and nonprofits;
- (4) Teach students lifelong healthy eating habits by constructing and supporting school gardens, involving students' families in gardening for greater health impact;
- (5) Make growing healthy food more accessible to residents by providing community garden space at KCCG's new Northrup Park Community Garden, 10th and Grandview, Kansas City, KS;
- (6) Build basic garden skills through free educational workshops held at Bethany Community Center, 1120 Central Avenue in Kansas City, Kansas and at the Northrup Park Community Garden from fall 2014- spring 2015;

(7) Make affordable garden supplies and expert advice more accessible by distributing seeds, plants, fruit trees, other essential supplies at Kansas City, Kansas locations during fall 2014- spring 2015.

CLIENT INFORMATION

In Wyandotte County to date, support from the Hollywood Casino Grant Fund has helped KCCG to establish 34 school gardens and 48 Community Partner Gardens located at nonprofits, public housing residences, hospitals, and congregations. More than 148 Wyandotte County residents garden at home with KCCG support. In addition, The Giving Grove has established 9 tree gardens county-wide, with the majority of the produce committed to hunger relief through donation to local food pantries.

Gardening is a proven, affordable way for families and neighborhoods to take charge of their own food security and reduce reliance on Kansas City's overwhelmed food pantries by growing their own fresh fruits and vegetables. In Wyandotte County, more than 32,000 people (20.5% of the population), including nearly 12,000 children, experience food insecurity (Source: Feeding America, Map the Meal Gap). This project is anticipated to involve more than 175 low-income home gardeners, 48 schools with 12,880 primarily low-income students participating, and 60 KCCG Community Partner Gardens benefiting more than 1,500 Wyandotte food insecure residents, along with 5-10 Giving Grove projects benefiting 250 or more low-income/at-risk Wyandotte residents.

Staff will work proactively with community partners in Wyandotte County to reduce cultural barriers that discourage gardening. For example, KCCG's annual crop selection process takes the cultural needs and tastes of our gardeners into consideration. Project staff will continue to partner with the Latino Health for All Coalition and Catholic Charities to provide translation that helps to ensure equal access to the resources offered through this program.

FUND ALIGNMENT

Gardens are helping to create both environmental and behavior changes that affect health in Wyandotte County. Currently, adult obesity and limited access to healthy food are barriers to good health county-wide, with 38% of adults considered obese and 14% of all people experiencing low access to healthy foods such as fresh fruits and vegetables. Meanwhile, 40% of Wyandotte County children live in poverty, and are at greater risk for child obesity and future health problems such as diabetes and heart disease (Source: Robert Wood Johnson Foundation, County Health Rankings and Roadmaps.) However, among participating Wyandotte gardeners surveyed by KCCG in 2013, 100% reported that they ate more daily servings of fruits and vegetables and were more physically active due to gardening, both important factors for managing weight, nutrition, and overall health.

Both the Board of Commissioners' Strategic Plan and Healthy Communities Wyandotte action plan feature strong support for gardening as a way to improve public health in the county. The Nutrition Action Team and Commissioners' recommendations for nutrition are to "improve Wyandotte County's food environment so that all residents can and want to eat healthy foods." The Nutrition Action Team further recommends support for school, home, and community garden programs that teach nutrition and encourage growing healthy food. KCCG's Program Director Andrea Mathew, a Kansas City, Kansas resident, participated in the Healthy Communities Wyandotte process as a member of the Nutrition Action Team and is committed to improving health conditions for Wyandotte County through gardening and related community outreach.

RESULTS EVALUATION

KCCG and The Giving Grove propose to improve health in Wyandotte County by changing the county's physical environment through gardening in order to increase access to healthy foods, while encouraging healthy behaviors among residents. The project is expected to lower the risk factors of "physical inactivity" and "limited access to healthy foods," positively influencing Wyandotte County's health ranking (Source: County Health Rankings and Roadmaps.) The Centers for Disease Control and Prevention recognize support for home and community gardening as a key obesity prevention strategy, since research shows that those who garden are more likely to eat the recommended daily servings of fruits and vegetables. (Source: CDC Strategies to Prevent Obesity and Other Chronic Diseases, "The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables.") Establishing gardens also improves food security in food deserts, urban areas with limited access to fruits and vegetables. KCCG's low-income home and

community gardeners and school garden coordinators will respond to survey questions to measure the health impact of gardening in Wyandotte County. In addition, The Giving Grove will track the percentage of produce dedicated to hunger relief (a minimum of 50% of fruit trees planted) along with income of the population served.

RESULTS

Each year, surveys of home and community gardeners enrolled as KCCG members reveal overwhelmingly positive nutrition and health outcomes. KCCG surveyed all of its participating gardeners throughout the metropolitan area in September 2013. All participants (Kansas City area-wide) responded overwhelmingly that they were (1) harvesting produce (97%), (2) eating more daily servings of fruits and vegetables (95%), and (3) staying more physically active because of gardening (95%). Of the 1,141 low-income families (with 2,186 individuals participating) enrolled in the program, 135 families (12%) were Kansas City, Kansas residents.

KCCG anticipates achieving similar results in the coming year among Wyandotte County residents (95% or greater reporting positive health outcomes), while increasing the total number of Wyandotte families gardening. KCCG will conduct a survey specific to Wyandotte residents in May 2014 to assess results of the current project, and again in May 2015 should the project continue. Using program intake forms, The Giving Grove and KCCG will also assess impact for hunger relief by tracking community organizations planting and harvesting produce for donation to food pantries or to share among families in their neighborhoods.

With support from the Unified Government, program outcomes will include: (1) increasing the amount of vegetables consumed by Wyandotte County residents who garden with assistance from KCCG and The Giving Grove; (2) increasing the level of physical activity of Wyandotte residents who garden with assistance from KCCG; and (3) improving healthy food access and improving the food environment in Wyandotte County by establishing fruit and vegetable gardens.

CRITICAL MILESTONES

Staff have made significant progress toward achieving or exceeding the project's ambitious first-year goals to date, with 135 low-income households, 48 neighborhood organizations/nonprofits (as KCCG Community Partner Gardens), and 34 schools enrolled in Wyandotte County during the past year. The Giving Grove staff have completed 9 projects serving more than 8,500 low-income Wyandotte County residents, with 93% of the produce from trees planted committed to hunger relief in Wyandotte County.

In the coming year, staff will set a goal of enrolling 25 new home gardens, 8 additional school gardens, 10 additional KCCG Community Partner Gardens (nonprofits and community groups), and 5-10 new Giving Grove micro-orchard projects for hunger relief (in addition to Habitat for Humanity homeowners served). The Giving Grove's edible tree gardens are each estimated to provide food for a minimum of 15-25 clients during the coming year, with the potential to benefit hundreds of Wyandotte County residents when projects are established in low-income housing communities. When selecting projects, KCCG and The Giving Grove will focus on building momentum and community buy-in for gardening in Wyandotte County by implementing combined projects whenever possible that include significant neighborhood involvement.

The project partners will continue to use post-garden season surveys, program intake forms, site visits, and interviews with garden coordinators to measure the project's health outcomes and impact for hunger relief. In addition, KCCG will use free and reduced lunch eligibility at public schools to ensure that staff are focusing resources on at schools serving a high percentage of low-income students.

KEY PARTNERS

The Giving Grove will partner with Heartland Habitat for Humanity to plant fruit trees and plants at Habitat homes constructed in Wyandotte County in the coming year. Once mature, the fruit will provide a lasting source of healthy food for low-income families living in these residences. Catholic Charities and the Latino Health for All Coalition continue to be essential partners to ensure that the program is culturally appropriate and accessible for Wyandotte County's residents. Catholic Charities provides translation and referral to KCCG for members of the Bhutanese and Somali Bantu communities. KCCG and LHFAC will distribute gardening brochures in English and Spanish to

neighborhood groups in the county. The partners will also conduct outreach within the Livable Neighborhoods forum and with community groups such as the Rosedale Development Association.

The Unified Government Parks and Recreation Department plays an important role in this project by providing community garden space and space for satellite workshops and garden supply distribution days (held at Bethany Community Center in Kansas City, Kansas.) To help build awareness and basic garden skills among residents, staff will use the new Northrup Park Community Garden, located in Kansas City, Kansas at 10th and Grandview, as a central community space for gardening education, neighborhood organizing, and community outreach during the coming year. The new garden, on land owned by the Unified Government and managed by KCCG, opens in April 2014 to residents, and will include a garden shelter that can be used for community building events and educational workshops.

PAST RESULTS

The health impact of KCCG and The Giving Grove's work in Wyandotte County has been significantly enhanced by support from the Unified Government for this project. To date, the partners have spent \$42,656.75 in Hollywood Casino grant funds to establish gardens and micro-orchard projects serving Wyandotte County. At Cross-Lines Community Outreach, where grant funds from the Unified Government helped The Giving Grove to plant 14 fruit trees and 22 strawberry plants, fresh fruit from this project will become available for emergency food assistance to the more than 2,800 at-risk families served by the Cross-Lines food pantry each year. This grant also made possible two Giving Grove micro-orchards at the Kansas Bhutanese Garden and Wyandotte Countians Against Crime (WCAC). The WCAC project will provide hunger relief for low-income residents in the 21st and Central neighborhood, while the new Giving Grove at the Kansas Bhutanese Garden will improve food security for 36 low-income refugee families. At Donnelly College Community Garden, where 74% of enrolled students are from families with incomes less than \$18,000, KCCG staff constructed 6 raised beds in a community considered by the USDA to be a food desert. Working with Donnelly's food service provider, Bistro Kids, the college is using produce from the garden in the cafeteria to feed students. At The Villages at Ridgepointe, where many low-income senior residents lack adequate transportation to travel to a grocery store, KCCG used grant funds to construct 4 double-height raised beds that allow disabled seniors to participate in gardening more easily.

SUSTAINABILITY

Support from the Hollywood Casino Grant Fund has helped KCCG and The Giving Grove concentrate their efforts on serving the residents of Wyandotte County who need help the most. Other sources of support for this program have included grant funding from the Wyandotte Health Foundation and funding from the Latino Health for All Coalition, as well as support for school gardening from the Health Care Foundation of Greater Kansas City. During the coming year, potential sources of matching support for the project include new United Way of Wyandotte County allocation funding (pending), renewed support from the Wyandotte Health Foundation (to be requested), and additional support from the Unified Government through the H2O to Grow program and other, private donors for KCCG's new Northrup Park Community Garden in Kansas City, KS.

The Giving Grove and KCCG have been awarded funding from the Health Care Foundation of Greater Kansas City for several programs to provide gardening support to the entire metropolitan area, including KCCG's Schoolyard Gardens program, Giving Grove general operating support, and The Get Growing KC collaborative initiative (www.getgrowingkc.org) in partnership with Cultivate Kansas City and Lincoln University. Donations and proceeds from the sale of plants, seeds, and other gardening resources to KCCG's higher-income families help to generate program income that makes this program more sustainable. As the program becomes more established in Wyandotte County, KCCG and The Giving Grove continue to identify additional private individual, corporate, and foundation donors with an interest in improving health outcomes for Wyandotte County residents.

Unified Government – Hollywood Casino Grant Application

Organization:

Mo Kan 20-20 Vision, Inc.

Address: 4223 North 127th Street
Kansas City, KS 66109

Website: <http://www.2020leadership.org>

Amount Requested: \$50,000.00

Program Name: **The Harmon HUB**

PROJECT/PROGRAM DESCRIPTION

Initially, this student driven project, the Harmon HUB's purpose was to simply build a trail on the 10-acre J.C. Harmon High School campus (one of five high schools within the Kansas City Kansas Public School District) so students would have a place to exercise, to socialize, and to have fun. But as the project gained momentum, it has become much more than that. Students now think about going to school every day. They now talk about having friends of a different race, and many are unafraid to speak out because they are undocumented. Students sit at the table with school officials, architects, construction and electrical engineers, and the Unified Government Planning and Zoning staff to provide input. The Harmon HUB consists of:

Phase 1: Walking Trail

- Spine Berms/seating/trail markers
- Exercise Stations (14)
- Student/Community Gardens
- Benches

Phase 2: Outdoor Classroom--Action Based Learning

School Signage

Amount of Funding Requested: \$50,000

Hollywood Casino Grant Fund will be used to build: 6'/8' wide--half mile concrete walking and bike/trike trail; Exercise Stations and Lighting which is critical because of the high crime apartment complex nearby (Harmon campus will be open to students, family and community members throughout the daylight hours)

Target Population in Wyandotte County:

J.C. Harmon High School Students -- 1,180 -- and family and community members

91.86% of students are Economically Disadvantaged; 49% female and 50% male

59% Hispanic; 19.7% Black; 13.6% White; 7.7% Other

Number of individuals benefiting from grant: 11,000 (ten individuals per student)

Outcomes

- Increased school based activities, student and community wellness
- Activities and exercise programs--these will be student driven
- Student involvement regardless of athletic capability, weight or physical fitness
- Mental Health: Perceived growth/change in self; career awareness, social confidence, financial pathway, social skills and etiquette
- School Wellness/Nutrients; monitoring of attendance/discipline/suspensions
- GPA comparison pre/post

- Parent and Community Participation/Impressions

A separate grant has been submitted to the Kansas Health Foundation asking for support of an Outcome Study provided by KU and KU Medical Center to monitor the usage and benefits/results of a trail on the Harmon campus.

CLIENT INFORMATION

The Argentine community in KCK is one of the most diverse communities in the state and one of the poorest in the nation. J.C. Harmon High School serves 1,180 students. Ethnicity: 58.1% Hispanic; 20.3% Black; 14.7 White; 50.8% Male and 49.2% Female. Students estimate their project will serve 11,000 individuals. Football stadium track closed making this trail even more important. Statistics:

- Harmon High School graduation 66.8%; 84.9% State
- Discipline Referrals at Harmon -- 2,262 -- (2010-2011)
- Suspension at Harmon -- 518 -- (2010-2011)
- Harmon HS has the highest discipline/suspensions numbers of the five KCKPSD high schools
- 2012 Harmon Drop Out Rate: 3.2; District 2.1; State 1.4
- 2012 Attendance: Harmon 88.1; District 93.6 and Kansas 95.2
- Teen Birth Rate was 81 Wyandotte County; 41 in Kansas and 21 nationally
- Sexually transmitted infections in Wyandotte County was 687 compared to 337 cases in Kansas; and 92 cases nationally.

The following attributes to why Wyandotte County ranks 99th out of 102 counties in Kansas as the least healthy.

- Unemployment, 9.9% Wyn, 6.7% Kansas
- Inadequate social support, 26% Wyn; 16% Kansas
- Children in single-parent households, 47% Wyn, 28 % Kansas,
- Violent crime rate, 601 Wyn, 395 Kansas
- Some college, 45 % Wyn, 67% State
- Per capital money income \$19,216 Wyn; \$26,845 Kansas
- Median household income, 2008-2012: \$37,163 Wyn and \$51,273 Kansas
- Persons below poverty level, 2008-2012: 23.4% Wyn; 13.2% Kansas

(KCKPSD website and Wyn Daily News 3/20/13)

FUND ALIGNMENT

The Harmon HUB addresses all 9 topics of UG Strategic Plan. This student lead project has taken a life of its own on the 10-acre campus. Students, participating in 20/20 Leadership, presented to school administrators, who stepped aside and empowered students to take charge and create the HUB, a project with national recognition possibilities. Students are learning life skills by presenting professionally, organizing their time and creating business plans. They work together as a team and manage money through fundraisers. Students are becoming knowledgeable, responsible, socially skilled, healthy, caring and contributing citizens. (Skills many times learned after college or into adulthood.)

The Harmon HUB project began in 2008 when students received a \$10,000 grant from Kansas Healthcare Foundation. The project stalled when students graduated and economy plunged. This grant sat in the 20/20 Leadership "restricted" account and sparked current students to dust off the Harmon HUB and compete against 20 high schools in the 20/20 Olympics. Student's goal: "To Leave a Legacy".

Students created a buzz by hosting a competition passing out 500 campus drawings. The following week, 250 drawings demonstrated what students wanted on their campus to promote physical activity and community inclusion. Students found school spirit and attendance increased from 88% to 93% during this past semester.

Students have raised \$45,000 and \$756,036 in grants are pending as 3/01/2014. Students felt engaging alumni was crucial and created www.facebook.com/harmonalumni which resulted in 341 likes, 12 days after the page was posted.

RESULTS EVALUATION

The aims of the Harmon Hub are to influence health status and behavior by improving the school setting (i.e., walking trail, lighting, outdoor classroom, signage, and school appearance). By establishing and maintaining the Harmon Hub, it will serve to connect students and the larger community to create a healthier school campus. The outdoor classroom (the first in Wyandotte County--seating capacity for 50) will provide an opportunity for the UG Commissioners and Wyandotte Health Department to conduct meetings to encourage community engagement within one's own neighborhood.

Primary Aims

- To develop a walking trail equipped with lighting (school safety) and exercise stations to promote healthy lifestyle behaviors among students, parents, and community members
- To build an outdoor classroom to enhance action-based learning and increase social interactions among Harmon High students, promote staff development, and engagement of community & organizations
- To display school events through signage to increase the awareness of school-based activities among parents and other community members

Process Evaluation Aims

- To track use of the walking trail by students and community members
- To monitor the number, type and content of outdoor classroom activities
- To evaluate the awareness of school activities among parents and community members

RESULTS

It's important to share why this student lead project is so important to the Argentine community. In 2013, AstroTurf was installed on football field and track closed. Because the Kansas State Legislature cut more than \$45,000,000 (over 5 years) student funding is at the 1996 level today. KU & KU Med Center Professors will provide Outcomes Evaluation report.

"School districts are put in the position to postpone repairs and delay construction to save money during periods of financial austerity. Unfortunately, learning excellence as measured in test scores alone tends to ignore the importance of the environmental quality in which learning takes place. Making cuts in routine cleaning and maintenance, repairs, and restoration is commonly considered less devastating than cutting academic programs. This limited thinking is very short-sighted, and, in the long run, ends up adding to the cost of education. The enhanced management of school environments, to include renovation and cleanliness, sends a "we care" message to students, teachers, and staff. The evidence suggests that healthy environmental conditions shape attitudes and, eventually, positive performance." -- Healthy School Environment and Enhanced Educational Performances by Dr. Michael A. Berry.

A healthy community, as described by the US Department of Health and Human Services Healthy People 2010 report, is a place designed and built to improve the quality of life for all people who live, work, worship, learn and play within borders. The Harmon HUB has the capacity to accomplish this. Indicators: GPA, school attendance, # of teen pregnancies, # fitness programs/proven results.

CRITICAL MILESTONES

There are several outcomes that we expect from students', parents, and community participation with Phase 1 and Phase 2 of the Harmon Hub. Outcomes will be tracked at student, parent, and community level.

- Increased physical activity levels. We will randomly select 200 students to wear pedometers at beginning school year/end school year as a way to provide feedback about daily physical activity. Pedometers (Accusplit Eagle 120XL--\$25 per pedometer) will be provided students. In addition to tracking number of steps taken, students will use the InBody 230 (\$5,000), which will provide personal and user friendly information about body composition. This information will not be tracked but will be used to motivate students to learn about their body composition, including weight, muscle mass, fat free mass, muscle analysis and recommended exercises. This technology is a convenient and easy way to monitor health and fitness.
- Increased sense of belongingness within school environment and increased pride. Survey students at the beginning of school year/end of school year to determine if there is an increase in the sense of belongingness and school pride. Because the need to belong is universal and has a powerful influence on students' emotions, health, and happiness, we will measure changes in sense of belongingness, using the 12-item General Belongingness Scale (GBS). Measurement of school pride will be completed by asking students to indicate on 5-point Likert-type scale.

- Alumni association and support school events. Track the number alumni and attendance at school events during 2014-2015 school year.

KEY PARTNERS

- 20/20 Leadership will work with new classes who enter the 18-month program and continue to assist in writing grants and teach students how to write grants, fundraise and host exercise/social events.
- Unified Government of Wyandotte County provided \$10,000 in support and extended open door policy to students.
- KCK Police Department, nearest Harmon, will build relationships with students to ensure safety of students/community
- Wyandotte Health Department -- Wyandotte Healthy Communities -- has asked 20/20 Leadership and Harmon students to participate in monthly meetings to engage students so they have a voice within their community as changes are made. The student lead "Harmon HUB" is a project that meets the Unified Government of Wyandotte County "Recommendations for a Better Future" to engage community in becoming active and healthy. KU study will provide concrete data.
- Rosedale Development Association teach gardening skills. Students will work to assist in building Phase 2 of the Rozarks: Mt. Marty--RMS--Arch Trail on Wednesday afternoons during early release from school.
- Kansas City (BPU) -- Lighting of the Harmon trail plays a critical role and BPU will be instrumental in keeping electrical costs in line with our budget. BPU has supported students and 20/20 Leadership since becoming a nonprofit organization in 2003.
- 36 churches are within a 5-mile radius of Harmon. Today, members located near Harmon y tutor and mentor students. The trail and outdoor campus will provide increased opportunities to build healthy bodies and relationships with a greater number of churches

PAST RESULTS

20/20 Leadership, a 18-month program for high school juniors and seniors, includes the 20/20 Olympics--a project based learning model--in which students compete against one another for the \$500 Gold; \$250 Silver and \$100 Bronze. This competition sparked the Harmon students in "Leaving a Legacy". The 20/20 Olympics objectives:

- To broaden learning through experiential, focused opportunities that lead to development, marketing and implementation of project
- To learn problem-solving skills applicable to a real world setting
- To impact their schools, peers and community through positive attitude/participation
- To explore career options/opportunities
- To provide an opportunity to be entrepreneurial in developing innovative projects
- To provide valued information in a researched, organized and well- written format

Students from F.L. Schlagle (KCKPSD) created www.KCteenlink.org, to address teen pregnancy, depression/suicide, STDs and homelessness. Schlagle team were awarded the:

- 2012 KANSAS Young Entrepreneurs of the Year--presented by the Kansas Department of Commerce
- 2012 Missouri Youth Entrepreneur of the Year--presented by KCMO Minority Enterprise Development Association
- Schlagle students received \$30,000 in grants from Kansas Health Foundation and Oppenstein Brothers Foundation
- Received the 2012 Social Entrepreneur Award (\$5,000) from McPherson College
- McPherson College provides \$10,000 scholarship to any student who completes 20/20 Leadership program and attends McPherson College

KC Royals chose 20/20 to provide \$250,000 in scholarships to students meeting financial and academic criteria attending colleges in Kansas or Missouri. Ten \$10,000 scholarships have been awarded to-date.

20/20 Leadership was selected into KCKCC Mid America Hall of Fame--2012

SUSTAINABILITY

"While there are factors that are difficult to change, such as poverty or unemployment, there are other factors that could be more easily changed. Smoking, lack of exercise, obesity, sexually transmitted disease, and teen pregnancies are higher in Wyandotte County than the rest of the state of Kansas and it might be possible to change health behaviors such as these because the mayor's office, the Health Department and community groups are working together. Health officials are seeing that healthy living isn't always decided at the doctor's office, but at the place where people live, work, learn and play. This is where you can find important drivers for action" --Dr. Gianfranco Pezzino, Kansas Health Institute Senior Fellow

Students are intent in "Leaving a Legacy" at their school and trail concrete will last longer, and require less maintenance. The school district has incorporated the Harmon HUB into master plan while 20/20 will continue to work with students to plan HUB activities. Future plans will center around Harmon students/alumni so they too can leave "their Hawk footprint".

The trail and outdoor classroom provides opportunities to address physical inactivity and provides academic study, classes on health, diet, exercise and make healthy choices. The Harmon campus provides a perfect venue for Wyandotte County Health Department to host Healthy Community meetings and events to move from the least healthy county to a community willing to work hard to achieve a healthy change---a community led by teenagers--that can be tracked and replicated throughout the United States!

Unified Government – Hollywood Casino Grant Application

Organization:

Mt Carmel Redevelopment Corporation Inc

Address: 1220 Troup Ave.
Kansas City, KS 66104

Website: <http://www.mtcarmelrc.org>

Amount Requested: \$50,000.00

Program Name: **Transitional Living and Supportive
Services**

PROJECT/PROGRAM DESCRIPTION

Mt. Carmel's program was implemented in 1998 and was established in response to a growing community concern about the growing problem of homelessness and the needs of the city's most vulnerable population, which is families with children. Our case management program is a comprehensive process that assesses, plans, implements, coordinates, monitors, and evaluates the options and services required to meet the clients human service needs. It is characterized by advocacy, communication, and resource management and promotes quality and cost-effective interventions and outcomes. This program has a significant impact in providing stability, supportive services, and life skills, including nutrition and healthy eating to our clients. Funds will allow us to expand our life skill training initiatives; better nutrition focus, such as training clients in organic foods, growing their own foods and positive habits that will help prevent harmful health problems. UG/ Casino funding will allow us to better serve our clients, to upgrade transitional housing units and to cover some of overhead expenses of the organization.

CLIENT INFORMATION

The program targets low income individuals/families in Wyandotte County. Our clients consist of the general public, unspecified, poor economically disadvantaged, indigent. Our services are rooted utilizing a holistic approach and is non-discriminatory. We serve all people who seek help from us, living in Wyandotte County. Participants must meet poverty guidelines up to 150%, Clients are identified through self-referral, existing client base and referrals from United Way 211.

FUND ALIGNMENT

Through the segment of MCRC's life skill training focusing on nutrition, our case managers' trainings focus on meal planning, tips on shopping and choosing healthy food choices, economics and preparation. This focus is critical for clients already in very vulnerable situations. Many times the economic situations that caused them to become homeless or at-risk forces them to choose between food and other areas of their lives. These classes stress prevention of nutritional deficiencies. A poor diet and nutrition can have an injurious effect on health, causing many health-threatening conditions. This includes, but is not limited to, deficiency diseases such as obesity, diabetes, chronic systemic diseases such as cardiovascular disease and osteoporosis.

RESULTS EVALUATION

Outcomes of this training promote positive health behaviors, allowing program participants to: have hands-on experiences with food, i.e. cook; learn about and demonstrate basic food hygiene and preparation skills; learn about

healthy eating through practical work; apply simple budgeting skills to food choice; and to become better informed consumers. Families coming into the program that are homeless have often been living separately. When they come back together in a new living situation they have to learn to respect each other's spaces and how to survive together again. Nutrition activities help families bond by assigning them food, cooking and nutrition projects to complete together as one unit.

RESULTS

Our indicators of achieved outcomes is families who learn to live together. Families who learn to shop, prepare and enjoy healthy meals together. Families who remain in permanent housing for one year or more where they have access to facilities to store and prepare healthy meals. Finally, families who increase their overall income to better afford quality fruits and vegetables.

CRITICAL MILESTONES

Housing Measures - include persons remaining in permanent housing as of the end of the operating year or existing to permanent housing (subsidized or unsubsidized) during the operating year. We count every participant who is still living in our units and supported by our programming. We also count clients who have exited our units and moved into another permanent housing situation. Income Measures- Include persons 18 and older who maintained or increased their total income as of the end of the operating year or program. Program success is also monitored through staff interaction with clients, feedback from clients, family friends and others, observation, and follow-through. Individuals with long term needs are placed in case management.

KEY PARTNERS

Outreach is conducted through a network of agencies in Continuum of Care. Key partners include Harvesters, the United States Post Office, the Wilhelmina Gill Multi Service Center, the Boys and Girls Club, Wyandotte County Unit, United Way, Angles of Grace Childcare and individuals. Harvesters partners with MCRC by making nutritious donations to the main office pantry, Mt. Carmel Place our senior living facilities pantry and to the Wilhelmina Gill Service Center to prepare and serve in the food kitchen. The Post Office donates quality foods to our pantry once a year and hundreds of families are feed from those donations. The Boys and Girls Club of Wyandotte County Unit and Angles of Grace Childcare has many children in our program who participate in educational and recreational activities when school is not in session. While in these programs nutritious meals are received by each child daily. We manage the Wilhelmina Gill Multi-Service Center which provides services to homeless and phoneless residents in Wyandotte County. The facility houses Hot Lunch, Inc. serving nutritious meals to 300-500 individuals 365 days a year. Individuals help stock the food pantry at the Wilhelmina Gill Multi Service Center which are nutritious items that can be eaten out of the package such as granola bars, Jello or fruit cups. Also items that can be heated at a local gas station such as pull top cans of soup. Our Case Managers assist clients in accessing mainstream resources, i.e. snaps and other DFS programs.

PAST RESULTS

During the previous grant year, ten families composed of 18 adults and 26 children were served. Eight families with eight adults and eleven children successfully completed the program and secured permanent housing. Three families secured homeownership through our lease to own project. The previous grant year is typical in numbers as to our past three years of service

SUSTAINABILITY

Our program has been in existence since 1998. Our current sources of income include Government Grants, United Way Allocation & Utility Fund, Program Fee's, Individual Giving and Churches. All of our funding sources have been financially committed to the program, however, due to the current economic down turn many sources are having to cut the amounts our program receives.

Unified Government – Hollywood Casino Grant Application

Organization:

National Congress Of Black Women Inc

Address: 1250 Fourth Street, SW, Suite WG-1
Washington, DC 20024

Website: <http://www.nationalcongressbw.org>

Amount Requested: \$50,000.00

Program Name: **Keeping Our Kids Healthy Outreach
Initiative**

PROJECT/PROGRAM DESCRIPTION

January 2013 NCBW-KC targeted Health and Childhood Obesity as a priority initiative. The "Keeping Our Kids Healthy" Outreach Initiative helped to raise awareness and provided advocacy in African-Americans youths and parents/caregivers on healthy eating habits, healthy meals and benefits of increased physical activities. The 2014 model will involve training and placing 30 members in the field as Community Organizers to help develop a framework for sustainable environments for healthy communities.

Preventable disease, disability and childhood obesity have a profound effect on the health of African Americans. Limited access to affordable foods, a lack of safe environments, income, physical and social barriers has prevented changes in eating and/or behavior habits. African-Americans are at higher risk than others on health related matters; e.g., obesity, Type II diabetes, hypertension, heart disease, stroke, certain types of cancer, and other serious chronic conditions. African American women have the highest rates of being overweight compared to other groups in the U.S. Childhood obesity is estimated to cost \$14 billion annually in direct health expenses, and children covered by Medicaid account for \$3 billion of those expenses.

CLIENT INFORMATION

The Keeping Our Kids Healthy Outreach Initiative will impact 2000 underserved youths and parents/caregivers in Wyandotte County, KS. Characteristics of our target population include youth ages 5-14 and their parents and caregivers who are uninsured, limited access to recreation facilities, children in poverty, children eligible for lunch, adults and youth hospitalized for preventative diseases such as diabetes, asthma, obesity and over weight and other cardiovascular diseases. NCBW-KC members are professional, African American, Black females who primarily attended the public schools systems in both Kansas City, Missouri and Kansas City, Kansas. A substantial number of NCBW-KC members also received a free lunch when they attended K-12 education and have been uninsured. NCBW-KC members can relate to the target population for which we look to serve.

The strength of the initiative will be in our communication strategies that will allow for a better understanding of the dynamics, paradigms and landscape. The places where people live, work, play, do business and pray are important in improving the situation. The initiative is aligned with the Healthy Communities Wyandotte Campaign goals by helping to create a sustainable environment that is conducive to healthy choices. In Wyandotte County, Kansas the uninsured make up 24%, limited access to recreation facilities 14%, children in poverty-40%, children eligible for

lunch-69%, adults and youth hospitalized for preventative diseases such as diabetes, asthma, obesity and over weight and other cardiovascular diseases-69.

Reference: The Robert Wood Johnson Foundation-County Health Ranking and Roadmaps.

<http://www.countyhealthrankings.org/app/#/kansas/2013/wyandotte/county/outcomes/overall/snapshot/by-rank>

FUND ALIGNMENT

The National Congress of Black Women, Inc.-Kansas City Chapter's (NCBW-KC) "Keeping Our Kids Healthy" is an awareness and advocacy campaign that will assist in developing a framework for sustainable community environments for healthy communities. The healthy initiative incorporates a neighborhood-centered approach in mobilizing the community to improve health and well-being in Wyandotte County through increased education on healthy eating, coordination of physical activities, participate awareness regarding nutrition and culture change. NCBW outreach initiative focuses on two areas of Healthy Community Wyandotte, nutrition and health services and increasing physical activities among school-age youth and their parents and caregivers.

Numerous surveys conducted by our national and local organizations, indicate the need for increased level of support and need for outreach initiatives raising participant awareness to nutrition and advocacy in educating the child and parent(s)/caregiver on healthy eating habits, a demonstrable heart healthy breakfast meal, and increasing children participation in school sponsored physical or mobile activities. Successful strategies include promoting healthy lifestyles and supporting services that introduce and expose underserved and underrepresented youth to physical activities. Our 2014 Keeping Our Kids Healthy Outreach Initiative will incorporate those successful strategies plus involve input from our stakeholders such as community colleges, public school districts and community partners.

RESULTS EVALUATION

Outcome 1: Trained and placed in the field 30 Community Organizers

Outcome 2: Assisted in building a framework for advocacy for healthy communities

Outcome 3: Empowered residents become influencers in culture change, neighborhood assets and advocates

RESULTS

Indicator 1: Retained 90% of Community Organizers

Indicator 2: Provided leadership, community mobilization and resources

Indicator 3: Percentage of empowered residents and neighborhood assets considered as advocates

CRITICAL MILESTONES

Neighborhood-centered approach (bring our outreach activities to the underserved families so that we eliminate the barriers in transportation). Community Organizers(COs) that consist of NCBW members as leaders, public health educators, skilled physical fitness professionals and trained volunteers who implement the healthy outreach and advocacy curriculum, many which are already signed up as team members in our 2014 Keeping Our Kids Healthy Outreach Initiative. These qualified and trained professionals will lead advocacy and outreach activities in the community as outlined by the NCBW-KC curriculum. The number of parents, caregivers and youths who participate in demonstrable heart healthy meal and registered for the outdoor physical activity. Increased number of youth enrolled in school sponsored physical or mobile activities. Testimonies obtained from those participants who have changed their eating behavior, or currently doing so, and those who have introduced or increased physical activities in the home and with children. Monitor and keep track of our participants. Share their success stories and progress with the community and social media. Give recognition and praise to the participants so that they are empowered to continue eating healthy and role-model what wanting to live longer and healthier looks like. Participants influence other community members and their love ones to live a healthier lifestyle.

KEY PARTNERS

Public School districts and KCK Communities, stakeholders, community health agencies

PAST RESULTS

Our Keeping Our Kids Healthy Back to School Youth and Parent Breakfast last year was a success. Thanks to our healthy supporters like Save-A-Lot (who emphasizes in their mission that eating healthy can be affordable) and Farmland and a few other supporters, NCBW-KC demonstrated a heart healthy breakfast to nearly a thousand youth and parents. As a result, parents asked how they could contribute to healthy eating, and engaged in education and a health dialogue with us.

SUSTAINABILITY

Beyond this grant, our program will continue through the use of membership growth, fund development, corporate contributions, community partnerships and products sales and annual fundraisers. NCBW-KC anticipates a 50% increase the Kansas City Chapter membership by the beginning of January 2015. The more members received the more healthy role-models and influencers we receive, which results to an increase in healthy eating and culture change. In January 2014, our fundraising committee began soliciting local businesses and corporation for sponsorship and monetary contributions for 2015 and 2016 program initiatives and activities. We have asked the businesses to include their charity and sponsorship contributions in their budget 1-2 years prior to event date so that the funds may be secured for NCBW. We have launched a quarterly networking fundraiser, \$25 per ticket. We resale products purchased from our National office such as the Sojourner Truth Pin and NCBW-KC grassroots T-shirts. We kick off our College For Kids Program and Scholarship Fundraiser Gala May 2015 (ongoing fundraiser) and have 2 sponsors for the event already. November 8, 2014 NCBW-KC will host our 2nd Anniversary Installation and Honoree Luncheon, which we have already secured a sponsor that has committed \$4300 (ongoing awards luncheon and fundraiser). The tickets for the Honoree Luncheon are set at \$60. We plan to continue to renew our foundational grants and have begun an incentive program for current members to recruit more members as we are a member-driven 501 c 3 non-profit organization.

NCBW-KC Commitment-10,000

Health Care Foundation Grant-23,100-requested grant

Unified Government – Hollywood Casino Grant Application

Organization:

Oak Ridge Youth Development Corporation

Address: 9301 Parallel Parkway
Kansas City, KS 6112

Website: <http://www.ormbc.org>

Amount Requested: \$50,000.00

Program Name: Integrated Health Curriculum

PROJECT/PROGRAM DESCRIPTION

Oak Ridge has developed a very successful Integrated Health Curriculum (IHC) that will be incorporated into our summer enrichment program for the second year. IHC was created by Oak Ridge to provide a comprehensive program to help children, and their families overcome issues related to obesity in Wyandotte County. Students (k-12) and their families will be provided information about making healthy changes to eliminate obesity, create better eating habits, increase exercise to at least 60 minutes per day, create healthier, more informed families and improve the mental health and self-esteem of our students. Our Culinary Coordinator has a Bachelor's Degree in Dietetics and years of experience in food and school cafeteria management. Using USDAs' "The School Just Got Healthier Program" and the MyPlate curriculum, we will provide nutritious food choices and through instruction, change eating habits. School Day Just Got Healthier" provides brochures, fact sheets, FAQs, fliers, school lessons, and templates to educate students and parents. We will purchase physician grade scales and BMI calculators and conduct pre and post BMI testing. We will also partner with Oak Ridge Baptist Church in providing a Back to School Health Fair. This is the 5th year for the Health Fair and we anticipate approximately 500 at risk underserved students will receive free, back to school sports physicals, backpacks and school supplies and educational literature. We will offer BMI testing to the students attending the Health Fair and provide literature regarding exercise and healthy eating choices. We will partner with the American Diabetes Assoc to provide educational literature. IHC will include a Senior Therapist for Children and Families, who has also served as the Manager for Psychiatric Rehabilitation at one of our local health facilities. Our Therapist will conduct weekly Group sessions with our teens, screenings, pre and posttest for depression, and provide literature, and resources. She will discuss Teen Depression and Suicide at one of our weekly parent meetings. We are a member of the Kansas City Community Gardens (KCCG). We will schedule field trip to the "Beanstalk" where students will learn about Plants, Food Production, Insects, Nutrition and Plant Science.

CLIENT INFORMATION

Oak Ridge will serve 125 students from approximately 100 families this year, primarily African Americans from the urban core of Wyandotte County. For the last 2 years, we have seen an increase in Hispanic students. Many students are from female headed households and are part of the at-risk underserved population. Many students receive scholarships for our program based on income. We are a Harvester's Kid Café Site . The prevalence of obesity, diabetes, hypertension and other chronic diseases plagues poor families in Wyancotte County and our site. The debilitating physical and social effects of obesity are seen in many of the children at our site. The third annual County Health Rankings, released by the University of Wisconsin Population Health Institute and the Robert Wood Johnson

Foundation, measured counties in all 50 states by obesity rates, and access to healthy food. Wyandotte came in 97th out of 100 ranked counties. Based on CDC Behavioral Risk Factor Surveillance System Survey for Wyandotte County, on a scale of 1 (poor) to 5 (excellent), the General health status score of residents in Wyandotte County is 3.2. This is significantly worse than average. 62.8% of residents exercised in the past month. This is less than average. The Average weight of males is 198 pounds. This is more than average. Average weight of females is 168 pounds. This is more than average. Adult obesity rate is 31.1%. Low income pre-schooler obesity rate is 12.1%. These scores are representative of the students and families in our program.

FUND ALIGNMENT

Strategic Plan-We developed the Integrated Health Curriculum (IHC) to address the obesity rate in Wyandotte County through a program offering nutritional food full of fruits and vegetables, coupled with a daily exercise program of 60 minutes per day and mental health education. Oak Ridge will "Improve Wyandotte County's food environment so that all residents can and want to eat healthy foods" through our IHC. Communications Action Team-IHC will create a healthier community through sharing educational literature, workshops, our Senior Therapist and from the meals that will be served by our trained professional in food preparation, and USDA food standards. Environmental Infrastructure Action Team-Oak Ridge will utilize its' facilities to promote healthy physical activity for our students. Education Action Team-The IHC coupled with our reading, science, technology, engineering and math (STEM) curriculum are unparalleled by other summer enrichment program. Our students learn to play chess, promoting concentration and planning, and tai chi and yoga to increase focus. Through STEM we are preparing our students for jobs of the future and preventing the loss of learning during the summer months. Nutrition Action Team-The IHC and USDA The School Just Got Healthier Program" and MyPlate curriculum will promote healthy food choices and good nutrition. IHC will serve as an education, marketing, and policy campaign to counter the influence of unhealthy food. Health Services Action Team-IHC will increase mental health awareness and education through the curriculum being provided by our Senior Therapist.

RESULTS EVALUATION

Nutrition - Short term students will identify a variety of fruits, vegetables and grains and calories associated with each. Learn to read labels for calories, saturated fats, sodium, and carbohydrates. Learn to look for calories in food purchased at fast food restaurants. Learn portion control. Long term, students will acquire a taste for healthy food choices and maintain healthy diets. Physical Activity - Short term students will learn age appropriate exercises. See weight loss or loss of inches. Students will see a change in their endurance level. Students will learn the benefits of exercise on metabolism. Long term learn the benefits of exercise regimen. Will make it part of daily routine. Learn that exercise is part of good health and promotes wellness, thus avoiding obesity, heart attacks, diabetes and hypertension. Mental Health - Short term students will learn about teen depression, stress and causes of suicide among adolescents. Learn to identify warning signs of depression in themselves and others. Learn where to go for help and resources for depression. Long term students will learn not to attach a stigma to mental health issues and to seek help. Long term they will learn techniques to live healthy lifestyles and maintain self-esteem

RESULTS

We will measure outcomes from the BMI screenings taken at the beginning and the end of the program and provide a report. Last year's report showed progress. This is not only an indicator of the success of the exercise program, but of the healthy foods programs' impact, as well. We will also use surveys taken at the beginning of the program and at the end to determine changes in attitudes about exercise and eating habits from the students. Each instructor will provide a report of all of the findings from their class. Our Therapist will conduct pre and post tests for depression. We will use that data to determine if the program is having an impact on our students. In addition to the analysis of the pre and posttest results, the Therapist will provide a report on class attendance, participation in discussions and any referrals made for counseling as a result of the class.

CRITICAL MILESTONES

Indicators of the exercise program will be based on attendance, full participation of students, and exercising on a daily basis. Indicators of the nutrition program will be based on attendance, visual observation of the amount of food actually eaten off the plate, the number of requests for entrée and snack recipes, decrease in trips to fast food

restaurants or the choices made at fast food restaurants. Mental Health indicators will be reports from the Therapist about class participation and any referrals made or parent meetings held as a result of tests and observations.

KEY PARTNERS

Children's Mercy Hospital or other Medical Professional -- we will seek the services of CMH or other medical organization to review the data from our BMI testing and provide educational materials regarding childhood obesity to our students and parents.

American Diabetes Assoc. - we will partner with the ADA to provide provide educational literature regarding diabetes to our families. We will provide a Project Power Workshop to parents regarding diabetes and how to prevent or live with diabetes through diet and exercise.

Partner with Oak Ridge Baptist Church Health Fair and provide BMI screenings.

Oak Ridge Baptist Church --partner with Oak Ridge Youth Development School at their Health Fair in August.

Church provides free sports physicals for at risk underserved students and gives free backpacks and school supplies. We will provide BMI screening.

Harvesters -- participate in Kids Café. Will provide food at minimal costs and fresh fruits and vegetables at no cost. Receive reimbursement for meals served.

Kansas City Community Gardens -- partnering to provide literature and instruction on growing healthy fruits and vegetable. Visit the Beanstalk..

PAST RESULTS

Healthy Breakfast, Lunch and Snacks - Used MyPlate healthy food choices with plenty of fresh fruits and vegetable served daily. Salad bar with fresh veggies & fruit very popular with students. Students were introduced to new fruits and vegetables. For example kale was drizzled with olive oil, baked and served as a crispy healthy snack instead of potato chips. Students were introduced to plumcots, raspberries and blueberries.

Physical Activity Daily including outside play, Tai Chi and Yoga Classes

Great mental health enhancement with Senior Therapist talking about teen depression & suicide.

Character Counts Program - taught students the 6 pillars of character which trust, respect, responsibility, fairness, caring, citizenship. Great character builder, self esteem builder and positive mental health builder.

Integrated Reading Curriculum and Renaissance Accelerated Math Program

Field Day

Regulation size Basketball and Volley Ball in Family Life Center (2 basketball goals outside)

Community Service hours for teens toward high school requirement (Mastin House required clean up and painting)

Annual Family Fun Night - students and their families, friends and community gathered for a giant carnival in the church parking lot. Moonwalks, slides, dancing and walking the parking lot provided great exercise and promoted family time and enjoyment, all part of great mental health for everyone.

All components of the 2013 program have been completed and report submitted. Budget completed.

SUSTAINABILITY

Oak Ridge has operated a summer youth program since 2006. We are no longer associated with the Children's Defense Fund, but will operate the same program of excellence. We have a proven track record of success. Most students return yearly and we have a Waiting List. Enrollment began in February for a June start day. We have 126 students enrolled. We will save money this year by purchasing BMI calculators, physical grade scales and our own BMI graphs. We are making application to the Healthcare Foundation of Greater Kansas City for funding under their Healthy Lifestyle Grant. We have been licensed by the State of Kansas School Age Program for several years which adds credibility to our operation. Our Board of Directors is filled with educators, administrators, entrepreneurs, attorney and foundation contributors. Each has committed funds, personally to our program and seeks to sustain our program. Our Director of Curriculum is a seasoned leader and educated. Our previous Project Director is serving as a Consultant to the Program. Both Consultants have worked with the program since its' inception in 2006, demonstrating continuity. We hire the best and the brightest college students and high school students to serve as interns. Our curriculum is solid.

Sprint Foundation - pending for 90 E-Readers
Jessica and Matt Brandmeyer Foundation - committed
Oak Ridge Baptist Church - committed
Board Donation - committed
Harvester Reimbursement - reimbursement
Program Registration and Fees - committed
Healthcare Foundation - pending
Children's Mercy - pending
American Diabetes Association - pending

Unified Government – Hollywood Casino Grant Application

Organization:

Resurrection Catholic School at the Cathedral

Address: 425 N. 15th Street
Kansas City, KS 66102

Website: <http://resurrectionkck.eduk12.net/>

Amount Requested: \$15,411.50

Program Name: Fit For Our Future

PROJECT/PROGRAM DESCRIPTION

Fit For Our Future at Resurrection Catholic School uses FitBit technology to encourage, promote and track the health and wellness of our students and staff. FitBits will be purchased to supply 2 additional classrooms the opportunity to join the Fit For Our Future program and track the progress of students over a 3 year period. The integration of health technology will motivate students to stay active, eat healthier and reach their goals. We will partner with The Healthy Lifestyles Initiative Greater Kansas City Area Charter and promote the 1,2,3,4,5 Fit-Tastic message: 1 Hour or more of physical activity, 2 hours maximum of screen time, 3 servings of low or nonfat milk or yogurt, 4 servings of water and 5 or more fruits and vegetables. The 2014-2015 school year will focus on the message of drinking more water and replacing the sugary drinks and soda our students consume. The funding would also be utilized to replace 5 drinking fountains that are original to our 60 year old building to give students a clean, healthy water source and provide each student in the building with a water bottle that can be refilled throughout their school day.

CLIENT INFORMATION

There are 260 students that attend Resurrection Catholic School and all are Wyanadotte County residents. 154 Students are Hispanic and 72% are eligible for Free and Reduced Lunch through the National School Lunch Program.

Socioeconomic factors (e.g., education, employment, and poverty), lifestyle behaviors (e.g., physical activity and alcohol intake), social environment (e.g., educational and economic opportunities, racial/ethnic discrimination, and neighborhood and work conditions), and access to preventive health-care services (e.g., cancer screening and vaccination) contribute to racial/ethnic health disparities in our community.

(<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5340a1.htm>
<http://www.cdc.gov/minorityhealth/populations/REMP/hispanic.html>)

A new study shows positive relationships between physical fitness and academic test scores among Kansas Students. Schools provide one of the most important venues for modeling consistent, healthy behaviors for students. (K-Fit Kansas -Fitness Information Tracking)

Kansas is the 14th most obese state in the nation. 44% - 54% of Hispanic boys and girls ages 6-19 years old are obese in Wyanadotte County. (Deborah Markenson - Director, Weighing In, Children's Mercy Hospitals)

FUND ALIGNMENT

The Fit For Our Future Program aligns with the Board of Commissioner's Strategic plan by providing a quality and affordable fitness program within the school setting to children of Wyandotte County and encourages awareness of what it means to live in a healthy community. It's components reach across the curriculum content areas and the entire school community models and participates in recreational activities and opportunities that promote healthy lifestyles. The incentive component of the FitBit Dashboard encourages children and adults to stay active while competing against friends and attaining personal goals.

RESULTS EVALUATION

All students will have a free comprehensive health screening provided by our school nurse. Blood pressure and weight will be established and synced to student's personal FitBit Dashboard. Parents and students can track progress, reach goals and earn awards while seeing real time results and success. Students will be motivated to stay active by weekly competitions and opportunities for extra activity. A survey will be given to parents, teachers and students to determine Fitbit usage and user satisfaction. Results of this years evaluation are provided.

RESULTS

We are using a technology approach to measure outcomes. The Fitbit utilizes the most advanced technology to motivate kids to exercise and stay physically active. Interactive fitness can mobilize students that might not be interested in traditional sports and exercise. Every aspect of their fitness program is tracked and measured. The students will view a dashboard on the Fitbit website that tells them their daily step totals, miles and calories burned. It also tracks their weight and body fat measurements. This information is private but allows the students to set goals and be rewarded for results. Students can also compete against Fitbit friends for motivation to exercise. We are providing intrinsic motivation through the use of Fitbits and also providing a means for exercise by offering recess, physical education classes and a before school exercise club called BOKS provided by a grants through Let's Move! Active Schools. A survey was given to students and teachers to provide feedback on the Fitbit program and there was an overwhelming positive reaction to the benefits of using a Fitbit.

CRITICAL MILESTONES

A health screening will be done at the beginning of the school year provided by our school nurse. She will measure blood pressure, height, weight and body fat percentage. The information will be tracked on the Fitbit dashboard and a post assessment will be done at the end of the school year. Results will be share with each child and their family. Weekly competitions will be done throughout the school year as an incentive to stay active. Participants can check progress daily and a weekly progress report is emailed to each Fitbit user. Results will be tracked for students from 6th-8th grade providing a 3 year study of results.

KEY PARTNERS

12345 Fit-tastic! Children's Mercy and Hosptial Clinics. A healthy lifestyles initiative that will spread the message of 1 hour of daily physical exercise, 2 hours or less of screen time, 3 servings of lowfat dairy, 4 seavings of water and 5 servings of fruits and vegetables.

*Let's Move Active Schools- A grant that is provided for a before school exercise club that encourages children to be active while providing health and nutrition information.

PAST RESULTS

The students in our school have been participating in the Fit For Our Future program for almost a full school year. There has been an increased awareness of health and exercise evident by the results of each students and teachers FitBit Dashboard. Participants have reported a positive correlation between wearing the Fitbit and moving more. One faculty member has lost 37 pounds since wearing a Fitbit. Family members of students have bought their own Fitbits to compete for fitness goals with their children. The funds we received from the 2013 grant were used entirely to purchase FitBits and computers for students to access their Dashboard. If we receive funds this year, we would increase participation by adding 2 more classrooms to the program and emphasizing the importance of water. Our students would continue the program through the middle school years where growth and development are so important.

SUSTAINABILITY

The Fit For Our Future program is self sustaining. Once the FitBits, drinking fountains and water bottles are purchased, participants will be making life long habits of good nutrition and exercise. We will seek funding from Let's Move Active Schools to provide the training and resources to provide a before school exercise club to increase students daily activity. Let's Move Active Schools committed \$1000 to provide for the before school program in 2013. We have long range goals to raise money for a playground that will have matching monies provided by Dr. Pepper and KaBoom grants. A playground at our school would provide another means for student activity.

Unified Government – Hollywood Casino Grant Application

Organization:

**Riverview Health Services,
Inc.**

Address: 722 Reynolds Avenue
Kansas City, KS 66101

Website: <http://www.riverviewhealthservices.org>

Amount Requested: \$45,000.00

Program Name: **Riverview Diabetes Education and
Disease Management Program**

PROJECT/PROGRAM DESCRIPTION

Riverview's Diabetes Education and Disease Management Program exists to improve individual and community health outcomes related to diabetes by increasing access for the medically underserved in Wyandotte County to high quality health management services. The program provides services to underserved patients with diabetes to capacitate patients to better manage their disease. Program services include individual and group diabetes and nutrition education and support, care coordination with primary providers, access to critical short and long term medication assistance and access to critical medical supplies. Improved access is accomplished by collaborating with existing safety net clinics which currently experience a gap in service capacity to provide these services for their patients. Riverview services are provided within some safety net clinic settings and at the Riverview offices.

Diabetes Education occurs both in group settings and in individual consultations. Group classes (in English with Spanish translation) are provided every Tuesday at the Riverview facility, located in the urban core of Kansas City, Kansas. Weekly classes are also provided in Spanish at Duchesne Clinic for their diabetic patient population.

Individual education occurs daily at Riverview, on a walk-in basis, in both languages, and by appointment at Duchesne and at Swope West Clinics. Medication (short and long term) and medical supply assistance is provided at Riverview.

Riverview Diabetes Education and Disease Management Program is the only free program in Wyandotte County. An estimated 1,275 residents receive services in over 3,500 encounters.

Effective diabetes management includes proper nutrition and meal planning as well as increased physical activity. These essential elements of disease management are emphasized and built into both individual support and the "Live Strong with Diabetes" class curriculum.

Riverview is requesting \$45,000 from Unified Government/Hollywood Casino to support the Diabetes Management program, which represents about 11 percent of its \$406,050 annual budget. \$24,851 of the request is primarily for salary support for program staff providing direct services (nurse educators and medication advocates); \$20,149 is requested for "Special Assistance to Individuals" and will help to provide essential medications (primarily insulin) and medical supplies (diabetes test meters, test strips and syringes).

CLIENT INFORMATION

Riverview's diabetes program serves approximately 1,500 individuals (in nearly 4,200 encounters) annually; of those, about 1,275 reside in Wyandotte county resulting in 3,570 encounters. Approximately 87% of Riverview clients are uninsured and at or below the Federal poverty line. The client population by race is estimated to be: 26% Caucasian, 38% African American, 2% American Indian, 32% Hispanic/Latino and 2% other. Fifty-eight percent are female; seventy-five percent are over the age of 40.

According to the MidAmerican Regional Council's (MARC) Health Profile for Wyandotte County, 41,021 residents (26.1%) are uninsured and 12% (nearly 19,000 residents) have a diagnosis of diabetes. Of the estimated 5,000 uninsured residents with diabetes, Riverview serves approximately 26% of that population.

Because of the high population of Spanish-speaking clients, Riverview's written materials are produced in Spanish as well as in English. Four of seven staff members are Spanish-speaking; two are Latinas who have lived in the low-income neighborhood surrounding Riverview most of their adult lives and are intimately familiar with Mexican-American cultures. Spanish/English interpretation is provided, as appropriate, for both individual and group education/support sessions at Riverview. The contract diabetes educator is also bilingual (Spanish/English) with more than ten years of experience in working with Hispanic residents in Wyandotte County. She is now providing education and support services directly in Spanish, in both individual and group settings. The "Stand Strong with Diabetes" curriculum, apart from having literature in Spanish, has designed and reviewed for cultural appropriateness for Anglo, African American and Latino populations.

FUND ALIGNMENT

Riverview's mission is to increase health care access and provide health literacy services for individuals who are indigent, uninsured or underinsured. It accomplishes that mission through programs and services that provide both short term and long term medication assistance and by providing disease education and self-management support services (mostly related to diabetes). Imbedded in these services and in Riverview's educational curricula is an emphasis on health eating and active living, both of which are essential components to proper self-management of diabetes and other chronic diseases. As appropriate, referrals are made to other existing community resources that also promote better nutrition and physical activity. Riverview is an active member of the Latino Health for All Coalition (LHFA); many of the gardening, nutrition, park department and biking programs promoted by LHFA are utilized by Riverview clients.

Riverview services are therefore in alignment with the Board of Commissioners' strategic plan which strives to "improve the health ranking of Wyandotte County." Through educational interventions related to nutrition and meal planning, Riverview attends to the plan's goal "so that all residents can and want to eat healthy foods." Related to the Social Services goal, Riverview assists in "improving the health...of the most at risk." Similarly, Riverview is congruent with Health Wyandotte County's recommendations. In addition to the nutritional goals, Riverview's educational services "integrate health and well-being into education" and "create a healthier community by sharing information and stimulating discussion to change behavior." Class settings also provide opportunities for physical activity.

RESULTS EVALUATION

Following are the projected results for the year which are recorded, tracked and reported by using MedServices (Riverview's electronic health record system), paper client charts and other paper records.

1. 1,275 Wyandotte County residents will access Diabetes support services at Riverview Health Services. This data is derived from client sign-in sheets, registration forms and MedServices.
2. 90% of clients in need of medication and/or medical supplies assistance will receive appropriate medications and/or medical supplies. This outcome is measured in MedServices as client medication applications are approved and medications are received by clients. Diabetes insulin medication is by far the most commonly needed medication. Diabetes blood glucose test meters and test strips, syringes and lancets are the most commonly provided medical supplies.
3. 80% of clients receiving diabetes education and self-management support services will demonstrate behavior changes that will improve the control of their diabetes. These behavior changes include: more frequent and appropriate monitoring of blood glucose levels (using meters and strips provided by Riverview), improved glucose levels, improved nutrition, weight loss, and increased physical activity. Behavior changes are measured by lab results captured at medical homes and/or at Riverview and from client self-report and entered into MedServices.

RESULTS

Riverview uses its electronic medical record system, MedServices, as well as paper charts, to record, track and report outcomes. In addition, more data will be available as collaborating clinics implement and become more facile with their electronic health records. The Kansas Health Information Initiative, with which Riverview also partners, will facilitate sharing of indicators that will indicate progress toward achieving outcomes.

Outputs (number of clients served and encounters) are captured from MedServices and from paper records, such as client sign-in sheets and registration form.

Achievement of medication assistance is determined by approval of Pharmacy Assistance Applications and delivery of medications for long term assistance. Successful short term assistance is indicated by completion of a Riverview pharmacy voucher. This data is recorded in medication logs and entered into MedServices.

Indicators include blood sugar levels that are recorded and captured from client's diabetes blood glucose test meters. A1C levels (historic, retroactive recordings of blood sugar levels over time) are also captured. Patient weights (and to a lesser degree, Body/Mass Index or BMI) are also recorded.

Positive behavior change indicative of improved disease self-management (increased exercise; better nutrition, food choices and meal planning; weight reduction, etc.) is measured by client self-assessments during educational sessions. This data is recorded into MedServices.

CRITICAL MILESTONES

There is a gap in service for disease-specific diabetes expertise in the Kansas City safety-net community. Doctors and clinical staff tasked with managing the complex and chronic health needs of the medically indigent self-identify as lacking expertise/resources to educate and inform clientele on diabetes self-management and acknowledge that patients' ability to effectively manage their disease suffers as a result. Patricia Bonsignore, M.S., R.N., C.D.E., Diabetes Educator at the Joslin Diabetes Center, articulated how more so than any other chronic disease, "diabetes requires high-quality clinical care delivered by appropriately trained personnel and effective self-management. It is vital for people with diabetes and those at risk of diabetes to have diabetes self-management education and on-going support. Diabetes education is the cornerstone of diabetes management, because diabetes requires day-to-day knowledge of nutrition, exercise, monitoring, and medication."

Without this disease-level knowledge and capacity, safety-net clinicians are incapable of educating clients on how to manage their disease and, as a result, see the deleterious effects of mismanagement through re-admissions and exacerbation of treated or avoidable side effects of diabetes. Because of this fragmentation and gap in service, the cumulative safety-net system is unnecessarily over-taxed.

KEY PARTNERS

Riverview is collaborating with three safety clinics by out-stationing services within Wyandotte County locations. Services at Duchesne Clinic and Swope West Clinics are newly established; services at Family Health Care clinic are scheduled to begin in April. Riverview provides place-based individual and/or group diabetes education classes at those clinics and referrals to the Riverview facility for medication and medical supply assistance. Collaborating clinics provide patient referrals, schedule appointments, provide space for Riverview education and provide access to patient records. The latter allows for educators to review pertinent patient information and to enter accomplished interventions. Clinics, with the support of Riverview, are thus able to "close the loop" on disease management for their diabetic patients. The attached MOAs (Memoranda of Agreement) detail both Riverview and Clinic roles and responsibilities.

In addition, Riverview collaborates with other existing safety net clinics by cross referring for needed services. Riverview is an active member in the Safety Net Coalition of Johnson and Wyandotte Counties, Mid-American Regional Council's (MARC) Regional Health Care Initiative and the Wyandotte County Executive Committee. Dennis Boody, Riverview's Executive Director, co-chairs the Access Committee for the Latino Health for All Collaborative and is a lead member of its Community Advisory Board.

PAST RESULTS

Riverview has not previously received direct funding from Unified Government/Hollywood Casinos. However, during the last year, the organization collaborated with Duchesne Clinic to provide diabetes education and disease management support under their UG/Casino grant. That experience has demonstrated that Riverview interventions maintain or lower blood sugar levels and promote healthier life styles; it is the model for similar expansion of services into other safety net clinics. Duchesne is currently implementing their new electronic medical record system, which will provide the ability to better track outcomes. However, an initial, small sampling of random chart reviews of patients receiving Riverview services indicated that the at least 90% of patients improved or maintained their A1C (historic blood sugar levels) measurements related to intervention of Riverview staff.

During the last three years, Riverview's proposed outcomes within grant agreements with major health foundations have been met or exceeded. Those outcomes relate to providing access to essential medication and medical supplies and to achieving positive behavior change indicative of better disease self-management. More than 90% of clients in need of medication and/or medical supplies assistance have received appropriate medications and/or medical supplies. More than 80% of clients receiving diabetes education and self-management support services have demonstrated behavior changes that will improve the control of their diabetes.

Also during that time period, Riverview has served nearly 3,500 unique Wyandotte County residents with services and staff that are culturally appropriate and competent.

SUSTAINABILITY

Sustainability is being addressed by diversifying RHS' funding and resource base. Efforts to sustain and increase in-kind contributions will continue through individual solicitations and newsletter giving. Clients are now asked to pay a modest program service fee--a contribution of \$5 for a box of glucose test strips (valued at over \$50). To expand and diversity grant funding, the executive director is cultivating relationships with new funders. Riverview has increased its efforts in grant writing, resulting in a 50% increase in new requests. New funding has been secured from additional sources: Menorah Legacy Foundation, the Prime Health Foundation, and the Amerigroup Foundation. It is anticipated that the United Way of Wyandotte County will more than double its current operating support of Riverview. Finally, a longer term fund development plans is being developed by the BOD to implement both an annual fund and awareness raising Riverview event and to initiate a formal individual donor development plan. In 2009, the agency benefited from a REACH Capacity Building Grant that focused on increasing organizational and Board capacity to meet enormous community need. As a result of this initiative, targeted Board recruitment resulted in the participation of leading business, medical and non-profit stakeholders who have increased organizational sustainability through their expertise. A consultant-lead process that took place in the fall refocused the Board's energy and expertise on quantifiable and achievable measures to expand resource development by increasing the individual donor base and engaging the Board in this process.

Unified Government – Hollywood Casino Grant Application

Organization:

Rosedale Development Association, Inc.

Address: 1403 Southwest Blvd
Kansas City, KS 66103

Website: <http://www.rosedale.org>

Amount Requested: \$50,000.00

Program Name: Rosedale Healthy Kids

PROJECT/PROGRAM DESCRIPTION

Rosedale Development Association, a 501(c)(3) non-profit community development corporation (RDA), is requesting funding to expand and continue Rosedale Healthy Kids (RHK), a community-based project to build a healthy community. Since its inception in 2009, RHK has made significant progress in changing the neighborhood to support healthy living for all who live, work and play in Rosedale. RHK organizes its work around three key strategies based on advocacy, community action, collaboration across sectors and measurable outcomes: (1) Increase Access to Healthy Foods; (2) Expand Opportunities for Active Living; and (3) Improve the Built Environment for Active Transportation.

The proposed project will support the work of RDA in each of the three key strategies. First, the proposed project will allow RDA to increase access to healthy food by 1) advocating for businesses to provide healthier food, 2) advocating for the Rosedale Master Plan to support healthy food access, 3) partnering with Healthy Communities Wyandotte to build county-wide food access, 4) support community gardens with volunteers, work days, and a garden maintenance plan, and 5) collaborating with churches and farmers markets to increase distribution of healthy food. Second, the proposed project will allow RDA to expand opportunities for active living by 1) increasing youth sports in partnership with Parks and Recreation, 2) organizing bike rides, community walks and runs, and events to raise awareness of active living opportunities, 3) mobilizing the community to advocate for improved transportation policies through Bike Month events, and 4) partnering with other youth serving organizations to increase available programming. Finally, the proposed project will allow RDA to improve the built environment for active transportation by 1) working with neighborhood groups to map missing/broken sidewalk sections and leverage sidewalk funding, 2) opening five miles of walking and biking trails, 3) advocating for implementation of Healthy Communities Wyandotte's Bike Route and Trail Recommendations, 4) offer bicycle repair facilities and classes, 5) raising awareness of Complete Streets through the Live Complete campaign, 6) advocating for increased public transportation coverage for low-income residents, including the new Southwest Boulevard bus line, and 7) implementing the plan for Environmental Enhancement Corridor around Turkey Creek.

CLIENT INFORMATION

Rosedale is an urban, low socio-economic, ethnically diverse neighborhood of 14,000. Based on 2010 census data, its median household income was \$37,200, compared to the U.S. median of \$50,220 and the Kansas median of \$48,400. The most recent school district data shows that, in Rosedale elementary schools in the 2011-2012 school year, 21% of students were Black and 53% were Hispanic. 45% of the students were English Language Learners. (www.KCKPS.org.)

In 2013 rankings, Wyandotte County ranked 102nd of 102 ranked counties in Kansas in health outcomes. Adult obesity in Wyandotte County is 38%, compared to the national rate of 25%. (www.countyhealthyrankings.org.) In 2008, local research showing that 51% of elementary school children in the Rosedale area were overweight or obese provided the impetus for Rosedale Healthy Kids. (Sullivan, D. et al; "High prevalence of overweight and obesity among multi-ethnic, urban, low-socioeconomic children"; abstract accepted at the Obesity Society meeting, Phoenix, AZ, Oct. 2008; Centers for Disease Control.) After five years of RHK, these alarming numbers may be decreasing. An assessment of Score 1 for Health data collected in October 2012 indicated that closer to 44% of students at the same elementary school were overweight or obese.

This project will serve 1,031 individuals in Wyandotte County. Based on the percentage of Rosedale public elementary school students that are eligible for free and reduced lunch, RHK estimates that 89% of individuals served by this project will be at-risk or underserved.

FUND ALIGNMENT

RHK goals of mapping missing/broken sidewalk sections, leveraging sidewalk funds, opening miles of new trails, advocating for HCW Trail Recommendations, and building demand for sidewalks around schools are directly relevant to the Commission's goal of improving Infrastructure. Additionally, these goals build the capacity of neighborhood groups and increase services provided to underserved areas, meeting the commission goal of increasing Social Services.

RHK goals of raising awareness and energy of biking and walking options by providing community bike rides, runs, and walks, as well as Bike Month events, bike repair and classes through the community bike workstation are directly relevant to the Commission's goal of promoting Multimodal Transportation. RHK's goals of raising awareness of Complete Streets through the Live Complete Campaign and advocating for enhanced public transportation coverage further support the goal of Multimodal Transportation.

Finally, RHK goals of increasing access to healthy food through implementing the Treat Yourself Well Program, partnering with Healthy Communities Wyandotte, and building the capacity of community gardens, churches, and the Rosedale Farmers Market all support the Commission goal of Healthy Community/Recreation. RHK goals of expanding opportunities for active living through providing youth sports, healthy community events, and building the capacity of healthy after school programs also support this goal. All RHK goals are developed in alignment with the Healthy Communities Wyandotte Recommendations for Nutrition and Infrastructure, and RDA staff are active participants in Healthy Communities Wyandotte.

RESULTS EVALUATION

RHK is committed to providing more places for residents to access healthy food. RHK will measure the number of businesses providing healthier options through the Treat Yourself Well program, the number of participants in community and schoolyard gardens, improvements in the amount and quality of healthy food offered through churches and through Rosedale Farmers Market, and changes in county-wide food access achieved in collaboration with Healthy Communities Wyandotte.

RHK is committed to providing more opportunities for residents to be active. RHK will measure the number of participants in active opportunities, as well as using before and after surveys to determine whether participants in sports and clubs became more active overall as a result of their participation in RHK.

RHK is committed to improving the built environment to support active (multimodal) transportation. RHK will measure usage of Complete Streets through bicycle and pedestrian counts, new sidewalks, trails, and other infrastructure supporting active transportation, and conduct a survey after the new Southwest Boulevard bus line begins to run determining how well the bus line meets low-income residents' transportation needs.

Finally, RHK will partner with KU Medical Center to conduct ongoing evaluation and a community survey to identify remaining barriers to healthy living.

RESULTS

Indicators used to achieve/verify these measurable outcomes will vary depending on the strategy, which are outlined below.

Increased access to healthy food will be measured several different ways:

1. Assessments of the success of the Treat Yourself Well program (including the number of businesses participating, the "grade" received, based on their food offerings, and the popularity of the program) and of the availability of healthy foods at the farmers market and churches, as measured by surveys and healthy food audits;
 2. Enrollment in the community and schoolyard gardens, including applications received and end of season surveys measuring participation and satisfaction;
 3. Assessments of the progress toward outcomes in the HCW recommendations.
- Expanded opportunities for active lifestyles will be measured through:
1. Enrollment records and participation surveys measuring activity levels before and after participation in RHK activities (such as sports, community walking clubs, bicycle rides and other organized activities.)
- Improvements in the built environment will be measured through:
1. Quarterly measurements of the number of bicyclists and pedestrians (using the national National Bicycle & Pedestrian Documentation Project survey tool) on major arterials and trails;
 2. Documented improvements in active transportation infrastructure through walkability and bikeability audits;
 3. Usage data and survey measuring satisfaction with the new bus line (including how the bus meets the needs of residents, especially related to food and healthcare access and jobs).

Overall program indicators will be measured by KU Medical Center using standardized evaluation materials and a community survey to identify remaining barriers to healthy living.

CRITICAL MILESTONES

RDA is committed to providing meaningful benefits for all our Wyandotte County neighbors through impactful programming opportunities and advocacy campaigns. RDA will thoroughly document all parts of program implementation, beginning with this application through expiration of the grant funding and reporting cycle. RDA will provide regular reports and additional updates as necessary to grant coordinators for all programming to be undertaken within the proposal of this grant submission. RDA will strive to achieve the following measurable outcomes:

Increased access to healthy food through gardens, farmers markets, restaurants, grocery stores, and church kitchens, as measured by a count of access points and assessments of the capacity of access points.

Expanded opportunities for physical activity through youth sports programs, after school and summer programs, and active community events, as measured by tracking participation and before-and-after surveys measuring physical activity levels.

An improved built environment that supports active or multimodal transportation, as measured by tracking environmental improvements such as trails, sidewalks, crosswalks, bus lines, and bike lanes and administering a survey to determine whether a new bus line meets resident need.

KEY PARTNERS

RDA will, and has, developed partnerships with a number of organizations to expand personal knowledge of healthy lifestyles, increase availability of physical activities and healthy food, and improve area infrastructure. They include:

- Unified Government: implementation of master plans
- Healthy Communities Wyandotte: partner in advocacy efforts
- Rosedale Farmers Market: partner in increasing healthy food access
- Kansas City Community Gardens: partner in increasing healthy food access through community and schoolyard gardens
- Latino Health for All: partner in Treat Yourself Well program and youth sports
- Wyandotte County Parks and Recreation: partner in youth sports and trail building
- USD #500 and individual schools (Frank Rushton Elementary, Noble Prentis Elementary, T.A. Edison Elementary, Rosedale Middle and Harmon High): partner in increasing available youth activities, healthy food access and other advocacy efforts
- Wildwood Outdoor Education Center: partner in increasing available youth activities
- Earth Riders Trails Association: trailbuilding assistance
- Mid-America Regional Council: increasing bicycle/pedestrian infrastructure and healthy food access
- KC Healthy Kids: partner in advocacy efforts

- Freewheels for Kids: bicycle maintenance education, youth programs, and trailbuilding
- Bike Walk KC: partner in advocacy efforts and increasing bicycle/pedestrian infrastructure
- Kansas City Art Institute: design assistance for advocacy efforts
- Area churches: partner in advocacy efforts
- Rosedale neighborhood groups and tenant associations: partner in all RHK efforts

RDA's method of building community partnerships across sectors has proved to be an effective method of producing lasting environmental and policy change that reinforce healthy living in Rosedale.

PAST RESULTS

As a 2013 grant recipient, RDA significantly increased the infrastructure supporting biking and walking in Rosedale. RDA built a community bike workstation where people can come for free bike repair, including tools and parts. The first 2 miles of multi-use nature trails opened. With partner Shipley Communications, RDA created and launched the Live Complete campaign, raising awareness of Complete Streets in Rosedale and encouraging cyclists, pedestrians, drivers and bus riders to share the road. Additionally, RDA is working with one neighborhood group and two schools on bicycle and pedestrian safety events and programs.

In the past three years, RDA has distributed ten home garden kits to Rosedale residents, supported ten community and schoolyard gardens with volunteers and monthly garden workshops, offered a "Growing Communities" leadership training to over 50 metro area gardeners, partnered with the H2O to Grow Coalition to secure \$50,000 in funding for water access for urban growers, supported the Rosedale Farmers Market, and successfully advocated for school and community events to offer healthy refreshments. RDA has created a volunteer Youth Coaching Coalition and provided regular sports programs. RDA has supported two Walking School Buses, and successfully advocated for a daycare to adopt a wellness policy and for funding for a new bus line connecting low-income residents to two grocery stores, a community center, and health care facilities.

RHK was recognized as a 2012 Voice for Health Equity by the Kansas Department of Health and Environment and as a 2013 Sustainable Success Story by the Mid-America Regional Council.

SUSTAINABILITY

The RHK project of Rosedale Development Association will be sustained beyond this grant for the following reasons:

- (i) RHK is a community coalition with a broad base of community support.
- (ii) RHK coalition members KU Medical Center and KC Healthy Kids have been in existence many years and have already demonstrated their commitment to RHK and provide strong support and expertise.
- (iii) The partners and supporters of RHK are effective community organizations and enthusiastic in their support of RHK.
- (iv) RHK regularly offers leadership and volunteer trainings to give community members the skills to sustain RHK's efforts.
- (v) RHK has formed Strategy Teams with community members and other volunteers who actively help determine, guide and implement RHK's projects.
- (vi) RHK has a multi-sector Expert Panel available for advice and support.
- (vii) RHK, through RDA, receives funding from multiple sources, including the Health Care Foundation of Greater Kansas City, and continues to pursue other funding opportunities to support the project.
- (viii) RHK is conducting a community survey to identify progress during the last five years and remaining barriers to health in the first of three segments of Rosedale. This process will increase community engagement and responsiveness to community needs.
- (ix) After five years of successfully improving the policy and built environment of Rosedale RHK's goals and strategies have been fully incorporated into the goals, strategies and organizational culture of RDA, which will continue to pursue the goals of RHK.

Unified Government – Hollywood Casino Grant Application

Organization:

**Shepherds Center of
Kansas City Kansas, Inc.**

Address: 757 Armstrong Avenue
Kansas City, KS 66101

Website: <http://www.shepherdscenterkck.org>

Amount Requested: \$10,000.00

Program Name: Activity for Healthy Aging

PROJECT/PROGRAM DESCRIPTION

The Shepherd's Center of Kansas City, Kansas is an interfaith, multicultural nonprofit organization that promotes and supports successful aging. Our vision is "Building a community that connects, values, engages and celebrates older adults." We are in our 28th year of providing programming to speaks to our mission and vision that older adults still have much to offer the community. We have been providing a variety of health enrichment services to the older adult population for more than 20 years. We will develop and conduct a program to increase physical activity in the older adult population in Kansas City, Kansas. This will be an expansion of our current health enrichment services. We must raise the funds to hire a part time staff person in order to expand and include this critical physical activity component into our current health and other programming. This funding will help us to pay for the costs associated with expanding our current health programming - which currently includes Parkinson's exercise and support, and monthly monitoring of blood pressure and blood sugar among our various program participants.

CLIENT INFORMATION

"The aging of the population is one of the most significant historic shifts in the history of the world." - Dr. Linda Fried, Dean of the Mailman school of public health; Columbia University. Dr. Fried was referring to the 10,000 Baby Boomers turning 65 on a daily basis, a phenomenon which began in 2011. The impact of America's aging Boomers on health systems and health costs cannot be underestimated.

By expanding our health programming to include "Activity for Healthy Aging," we believe we can provide this programming to a minimum of 500 older adults in Kansas City, Kansas. The total population in Kansas City, Kansas is 145,785, per the 2010 U.S.Census Bureau. Of that, 30,329 (almost 21 percent of the total population) people are over the age of 55, and are included in the demographic we serve. Close to half of those have a disability and live with some form of chronic illness and lack of access to physical activity programming. In addition, the majority of older adults live on a fixed income of a pension or Social Security, with 20 percent of the city's population living at or below the poverty line (U.S. Census Bureau 2006-2010). Our programming is open to anyone age 55 and older, and the health programming we provide is free, making certain that it is accessible to those who need it. We hold the belief that the majority of the older adult population in Kansas City, Kansas is both at-risk and underserved.

FUND ALIGNMENT

The Activity for Healthy Aging program directly speaks to the Unified Board of Commissioner's "Healthy Communities Wyandotte, Recommendations for a Better Future; Environmental Infrastructure Action Team" -

statement: "Provide physical activity opportunities throughout Wyandotte County - Partner to develop programs for seniors, adults, and children in Wyandotte."

RESULTS EVALUATION

The Healthy Communities Wyandotte report cites an adult obesity rate of 36 percent, along with a physical inactivity rate of 31 percent. In addition, it cites an 11 percent rate of diabetes, and a lack of access to recreational facilities. We propose bringing the physical activity program directly to where our program participants (and new participants) are gathering for our current programming. Outcomes we will measure include physical activity tracking, weight, mobility indicators, body mass, heart rate, blood pressure. We will provide each participant with a baseline at the start of our programming and weekly or monthly assessments of these indicators. We plan to achieve outcomes that include weight loss, increased mobility among older adults, and heart rate and blood pressure improvements (or stabilization) in our older adults. Tracking and participation documents for each individual will be kept by the program coordinator. Pre and post assessments will also measure whether individuals have improved confidence in physical ability and mobility, an important component in older adults maintaining a level of independence.

RESULTS

We will use pre-program assessments to measure weight, heart rate, mobility, blood pressure and other health indicators. We will assess these regularly throughout the grant cycle, and also provide post program assessments to each individual.

CRITICAL MILESTONES

We believe by measuring these health indicators at least monthly, then at 3, 6 and 9 month intervals, we will easily be able to determine if our program is achieving its intended results.

KEY PARTNERS

We are only successful due to our many partnerships in the community. Our programming is all held in various church locations, who partner with us regularly. In addition, we partner with Liveable Neighborhoods and our many active neighborhood organizations - to share our program information and activities. The support and partnership of the Area Agency on Aging will be important, so that we can refer older adults into our program, and also help them know of services AAA might be able to provide. We will also partner with Bethel Neighborhood Center, who also provides older adult activities; while their programming is primarily provided to those who live near their center, our programming is available to anyone in Kansas City, Kansas/Wyandotte County. We will look to Bethel for program expertise, and to invite their participants to join us, as well as inviting our participants to see if Bethel programming is of interest to them. We will also partner with the United Way of Wyandotte County, specifically the RSVP (retired senior volunteer) program - both to market our program and invite RSVP volunteers from across the community into our Activity for Healthy Aging programs.

PAST RESULTS

We are not a current grantee of these funds; however, we have achieved good results in a number of programs that impact health in older adults. We've significantly expanded our capacity to provide minor home repairs for this population - again, by expanding our relationships and partnerships to get more done. We have regularly provided health screening information to help our older adults keep good information on blood pressure and blood sugar levels.

SUSTAINABILITY

We are a small non profit, with a small budget. Due to our numerous older adult volunteers (many of whom are retired health professionals), our numerous partners and relationships - we accomplish a great deal for the older adults in Kansas City, Kansas. We have made application (concurrent to this application) to the Kansas Health Foundation, for primary support of this health program expansion. We are always raising funds for our programming and have held two successful smaller special events already in 2014. We will continue to seek out the funds to expand this programming, as it is vital to the overall health and well-being of not only our target population, but Wyandotte County in general.

Unified Government – Hollywood Casino Grant Application

Organization:

Significant Matters Inc

Address: 12480 S Blackbob Rd
Olathe, KS 66062

Website: <http://www.significantmatters.com>

Amount Requested: \$50,000.00

Program Name: La Tienda Food Co-op

PROJECT/PROGRAM DESCRIPTION

Significant Matters, a nonprofit 501(c)(3) organization, acting as fiscal sponsor for Virtú Community Enrichment, requests funding in the amount of \$50,000.00 for La Tienda, an urban cooperative grocery store to be operated in the Waterstone Apartment Complex in Kansas City, Kansas.

La Tienda is Waterstone's community grocery store. La Tienda operates as a cooperative -- residents purchase memberships, which allows it to sell food and commodities at a deep discount. A relationship with Green Acres grocery store enables La Tienda to accept Supplemental Nutrition Assistance Program (SNAP) payments, as well as cash payments, for allowable purchases. Green Acres will be responsible for all cash management and revenue accounting.

La Tienda will be supervised by Virtú's Health and Hunger Manager, who will have two bilingual assistants. When fully operational, La Tienda will have a membership of 400 families, representing more than 1,000 residents. It is projected that 40% of the members will be residents of subsidized housing. With membership fees and member purchases providing a stable revenue stream, La Tienda will be self-sustaining within three years.

La Tienda will be located in Waterstone's Community Building. It will be open from 2:00 p.m. to 7:00 p.m. Tuesday through Friday and from 10:00 a.m. to 3:00 p.m. on Saturday.

WATERSTONE BUCKS

Aside from SNAP, the primary currency for La Tienda is "Waterstone Bucks." La Tienda members earn Waterstone Bucks by volunteering, either at La Tienda or for other projects at Waterstone. Waterstone Bucks will be awarded when residents complete educational or betterment courses.

COMMUNITY GARDEN

Waterstone will work with Kansas City Community Gardens, Rosedale Development Association and with Giving Grove to plant seasonal vegetables as well as trees and vines that produce fruit and vegetables. Produce will be offered at a discount through La Tienda.

NUTRITION

A significant aspect of La Tienda's service agenda will be nutrition. Cooking classes will be offered through a partnership with Harvesters, which will train residents to provide instruction. Nutrition education will be provided

through various channels, including the YMCA, Good Natured Family Farms, Children's Mercy Hospital and Green Acres.

CLIENT INFORMATION

Significant Matters' and Virtú Community Enrichment's La Tienda Project will serve the Rosedale neighborhood in southern Wyandotte County. Wyandotte County is the poorest county in Kansas, with a Median Household Income of \$48,175, compared to \$64,256 for Kansas as a whole. The poverty rate is 21.9%; 32.8% for children. Educational attainment is low -- 21.5% of the adult population does not have a diploma. There is high mobility -- 18.7% of families lived in a different house from the prior year. Census data indicate a median household income of \$28,573 for Rosedale residents.

Rosedale, bounded by State Line on the east, Roe/18th Street on the West, County Line Road/47th Street on the south and I-35 to the north in southern Wyandotte County, is an ethnically diverse, socio-economically challenged community. In Rosedale public elementary schools, 60% of the students were Hispanic and 21% of the students were African-American during the past school year. 85% of the students were classified as economically disadvantaged based on eligibility for free or reduced fee lunches. (Kansas State Department of Education, 2010).

The La Tienda Project will initially target the Waterstone apartment complex. Waterstone's 372 units encompass a diverse community. African American families represent 41.08% of the population; 31.85% are Latino; 22.29% are Caucasian; 4.78 are of mixed or unknown ethnicity. During Years 2 and 3 the La Tienda Project will expand its focus to include all of the Rosedale community.

FUND ALIGNMENT

La Tienda is consistent with the Board of Commissioners' Strategic Plan and its vision for the Nutrition Action Team as well as Healthy Communities Wyandotte's Recommendations for a Better Future. La Tienda will advance the Nutrition Action Team's goal "to improve Wyandotte County's food environment so that all residents can and want to eat healthy foods." Specifically it will address two Recommendations for a Better Future:

- .. Increase physical access to healthy foods.
- .. Make nutritious food more affordable.

RESULTS EVALUATION

The CDC recommends consumption of five fruits and vegetables (F&V) per day: "Eating F&V lowers the risk of developing many chronic diseases and can also help with weight management. Creating greater access to quality and affordable F&V nationwide is an important step to increase F&V consumption. When state leaders, health professionals, food retail owners, farmers, education staff, and community members work together, more Americans can live healthier lives." In Kansas, consumption is 1.6 per day (State Indicator Report on Fruits and Vegetables 2013; www.cdc.gov/nutrition/downloads/State-Indicator-Report-Fruits-Vegetables-2013.pdf).

A literature review conducted by Purdue University found that regular family meals had significant health and developmental benefits. Children who eat meals are at lower risk for obesity, eating disorders and alcohol/tobacco/other drug use. Family meals are also associated with positive peer relationships and a greater sense of identity and belonging (Family Meals spell S-U-C-C-E-S-S; www.cfs.purdue.edu/cff/documents/promoting_meals/spellsuccessfactsheet.pdf).

Accordingly, the results of La Tienda's community efforts will include increased consumption of fruits and vegetables and increased participation in family meals.

Data Collection

La Tienda members will be given the opportunity to join the store's Healthy Choice Program. They will keep journals of food consumption and settings; the Health and Hunger Manager will survey participants quarterly.

RESULTS

The success of the program will be based on these two key indicators. Over the course of one year La Tienda members will:

- Increase the number of family meals by 15%
- Increase the number of fruits and vegetable consumed daily by 15%

Also central to program success will be nutrition education activities. It is projected that 80% of members participating in nutrition education activities will rate them as "very satisfactory" or "satisfactory" on evaluation surveys.

CRITICAL MILESTONES

There will be three milestones critical to the success of the La Tienda Project: awareness, stocking and inventory management, and transactions.

Awareness

The Health and Hunger Manager will ensure that banners and other promotional materials will be purchased and placed before residents. The Health and Hunger Manager will orient the Building Representatives about the project and encourage them to talk to the residents of their buildings. S/he will be in constant communication with participants to ensure their satisfaction and continued participation.

Stocking and Inventory Management

The initial stocking fee will be one of the most important investments La Tienda will make. La Tienda will work with Green Acres and other discount/wholesale operators to secure food and commodities at the best possible process. These partners will also advise as to the best product mix for the Project.

La Tienda will install tracking software in the cash registers at La Tienda to manage the inventory as orders are scanned. Orders will be placed monthly to restock the inventory.

Transactions

La Tienda will accept, and have the capacity to process, cash, debit cards and SNAP electronic benefit cards; residents will also be able to use Waterstone Bucks for purchases.

La Tienda members will pay \$35/month to participate and will pay a stocking fee of \$5 per box of food. It is estimated that, because of discounts, members will save a minimum of \$100 per month, more if Waterstone Bucks are used.

KEY PARTNERS

Virtú Community Enrichment is in the early stages of organizational development -- it was recently incorporated as a Kansas nonprofit corporation and is beginning efforts to secure tax-exempt status. In order to begin its community-development program without undue delay, Virtú Community Enrichment is partnering with Significant Matters, which will act as lead agency and fiscal sponsor for this proposal.

SIGNIFICANT MATTERS

Significant Matters is a faith-based, not-for-profit organization with a mission to connect those who want to help with those who want help. One of the core functions of Significant Matters is to help individuals and groups pursue their passion to make a difference through charitable activities (as described in Section 170 of the Internal Revenue Code and elsewhere). For some that includes the start-up of a new initiative and/or organization to carry out that passion.

Significant Matters will provide fiduciary oversight, tax-exempt covering, accounting services and exposure, as well as coaching and support as Virtú Community Enrichment pursues a course of organizational viability and sustainability.

Virtú Community Enrichment has numerous partners in its community development efforts. The YMCA of Greater Kansas City will offer youth development and early learning programs as well as fitness activities. The Kansas City

Community Gardens, Rosedale Development Association and Giving Grove will involve residents in gardening. The Unified Government Public Health Department, Visiting Nurse Association and the Kansas University School of Nursing and School of Pharmacy will conduct health screenings.

PAST RESULTS

Virtú Community Enrichment is a start-up project, nevertheless, it has had some successes over the past two years. The most important success has been in organizing low-income residents to become actively involved in improving their healthy food access. Waterstone residents have planted the garden as a community. We've organized a Boy Scout troop, which has planted fruit trees. Additionally, we have recruited a resident to be the community garden supervisor, working directly with Kansas City Kansas Community Gardens, Rosedale Development Association and Giving Grove.

In 2012 Virtú ran a short La Tienda pilot program, which was well received by residents -- this has inspired us to take the La Tienda project to scale.

SUSTAINABILITY

With membership fees and member purchases providing a stable revenue stream, La Tienda will be self-sustaining within three years. We have determined that a membership base of 400 families is the break-even point for sustainability.

La Tienda members will pay \$35/month to participate and will pay a stocking fee of \$5 per box of food. It is estimated that, because of discounts, members will save a minimum of \$100 per month, more if Waterstone Bucks are used.

To date Virtú Community Enrichment has been able to leverage funding from Waterstone's parent company, of which \$10,000 will be applied to the Project Director's salary. In addition, the Menorah Legacy has awarded us \$21,000 to begin operation through La Tienda.

Unified Government – Hollywood Casino Grant Application

Organization:

Southwest Boulevard Family Health Care

Address: 300 - 340 Southwest Boulevard
Kansas City, KS 66103

Website: <http://www.swbfhc.org>

Amount Requested: \$23,200.00

Program Name: **Let's Exercise: Expanding Family Health
Care Fitness Center**

PROJECT/PROGRAM DESCRIPTION

Family Health Care Fitness Center is located directly adjacent to Southwest Boulevard Family Health Care (Family Health Care). We are requesting \$23,200 in funding to be used to purchase (and maintain for two years) three commercial grade treadmills, and to pay a portion of Fitness Center occupancy costs. FHC Fitness Center includes a modern functional gym with 1,000 square feet of treadmills, stair steppers, weights, and stationary bikes (all donated). It also a quarter-mile walking trail around our campus with a small garden that JayDoc students developed and a demonstration kitchen for cooking and nutrition classes. The fitness center is open six days a week, 12 hours on weekdays and on Saturday mornings. Fitness classes are offered at various times of the day, morning, noontime, afternoon and evening. Access is enhanced through a sliding-fee scale which makes the opportunity to participate in fitness activities available to community members regardless of income level.

Programming is structured to provide a wide range of opportunities. Approximately 115 fitness classes are offered each month (not including the individualized and special groups that are part of the Big Changes Program). A monthly schedule is printed and available at the fitness center and posted on line. On a typical week day there are five classes offered early morning, noon, and late afternoon and evening). On Saturdays classes are offered in the morning. The classes that are offered are varied and designed to meet the needs of the community. The popularity of various classes in terms of attendance and feedback from participants is used to determine the types of classes that are offered and the scheduling of classes. Classes include aerobics, creative movement, cardio salsa, boot camp, after school and summer fitness classes. One of the most successful classes is karate classes -- Lil' Dragons for children as well as adult classes. The fitness center offers family nights, where adults can exercise when children attend karate or other classes.

CLIENT INFORMATION

From July 2014 to July 2015 Southwest Boulevard Family Health Care Fitness Center (FHC Fitness) will provide fitness services for 1,350 Wyandotte Countians. This number represents a 10% increase from the 2013. Fitness center software 'Club Century,' shows 1,226 members in 2013, 75% (919) residents of Wyandotte County and 18% (or 220) were under the age of eighteen. The Fitness Center has received a great deal of local publicity which we know will to bring in new members.

FHC Fitness Center has developed fitness classes to appeal to the diverse populations we serve, and for a number of special target populations. Our "Big Changes" program is for individuals who have a BMI (body mass index) of over 40. Our current treadmills are not designed for persons who weigh 300 -- 400 pounds. With funding for three new treadmills we could better accommodate existing clients and add 24 new clients to the Big Changes Program in a twelve month period. Our current treadmills are donated residential ones, not designed for persons who weight 300 -- 400 pounds.

FHC Fitness Center also has Cardio Salsa and karate classes which are predominantly (80%) attended by Hispanic individuals. FHC Fitness Center uses a sliding fee scale which shows that 77% of individuals and 83% of families are at the level 1 (lowest level) of the sliding fee scale which charges \$10 a month for individuals and \$15 a month for families. For clients referred by the Health Clinic, all charges can be waived.

FUND ALIGNMENT

FHC Fitness Center is consistent with encouraging lifestyles through programs, services, and facilities that maximize the health and well-being of our citizens and enhances quality of life.

Our program is well aligned with the Board of Commissioner's strategic plan, specifically in the area of Healthy Community/Recreation and Neighborhood/Community Development. Our program also is aligned with the Healthy Communities Wyandotte Environmental Infrastructure Action Team's recommendation to provide physical activity opportunities throughout the county. It follows the recommendation to partner to develop programs for seniors, adults, and children in Wyandotte.

FHC Fitness was established because there were scant affordable fitness opportunities for Wyandotte Countians living east of I-635. Our fitness center is accessible by bus line, and upcoming improvements on Southwest Boulevard will make it accessible by a bike route. Wyandotte Countians can work out at the fully equipped gym six days a week (Monday through Friday and on Saturday morning); attend one of 115 group exercise classes offered each month; or participate in a special program for persons who are seriously overweight.

RESULTS EVALUATION

Our major goal is for FHC Fitness Center clients have reduced health risks associated with obesity and sedentary lifestyles through participation in individual and group exercise. The primary measurable outcome that we are committed to achieving during the twelve month grant period is increased number of members, increased number of participants in the Big Changes program, and improvement in Big Changes Program clients' self-perception of their own health.

RESULTS

We will track three indicators: 1) the number of members through Club Century used by FHC Fitness Center; 2) an additional 24 participants in the Big Changes Program; and 3) improvement in self-perceptions of health and well-being for participants in Big Changes.

CRITICAL MILESTONES

We have developed a short survey to assess clients perceptions of their own health/well-being. This survey will be distributed to all client in the Big Changes program. It is based on a 5 point Likert type scale. Our expectation is that clients in Big Changes will move at least two steps in their assessment of their own health/well-being after participating in the program for three months. The survey will be repeated quarterly through the duration of the twelve month grant period.

KEY PARTNERS

FHC Fitness Center has at various times partnered with numerous schools and community agencies (for example, El Centro, Rosedale Schools) in delivering fitness programming. All programming is conducted by FHC Fitness staff. One example is partnering with El Centro for a weekend women's which has taken place for the past two years.

PAST RESULTS

Family Health Care has worked to develop programming to address health-related issues that accompany obesity and sedentary lifestyles. We have spent our discretionary funds for this purpose. We began in 2001 when we established a Fit-for-Life program. FHC began providing interventions aimed at encouraging healthy behavior changes including increasing exercise, reducing non-nutritive food intake and increasing healthy nutritional choices. FHC's strategies

have expanded to include exercise opportunities and classes (aerobics, yoga, dance, etc.) including special programs for persons with disease-specific needs such as arthritis or heart disease.

Subsequently, FHC acquired the building next door to the clinic to house a fitness center. During two significant renovations FHC created safe and accessible facilities for activities: a modern functional gym with 1,000 square feet of treadmills, stair steppers, weights, and stationary bikes; a 2,000 square foot padded special aerobics floor which is utilized for aerobics, karate, yoga, dance and other classes. The Fitness Center also has a demonstration kitchen for cooking and nutrition classes.

SUSTAINABILITY

Family Health Care is committed to sustaining our Fitness Center. During the past several years the funding has come through a number of donors and in-kind gifts (such as exercise mats and equipment, etc.). We also rely on funding from special events (Champagne and Chocolate in November; and Tacos and Beer on the Boulevard, and the River Run, in June); and unrestricted donations to support our fitness programs. Funding is needed at this time in order to bridge the gap as we grow our targeted fitness programs.

Unified Government – Hollywood Casino Grant Application

Organization:

Student Athlete Foundation of Kansas

Address: 8929 Parallel Parkway, Suite 270
Kansas City, KS 66112

Website: <http://www.saf-k.org>

Amount Requested: \$50,000.00

Program Name: **SAF-K Physicals, Concussion Screenings
& Nutrition for Healthier Teens Project**

PROJECT/PROGRAM DESCRIPTION

The Student Athlete Foundation of Kansas (SAF-K) Physicals, Concussion Screenings & Nutrition for Healthier Teens Project directly impacts the health and wellness of more than 2,600 teenagers in Wyandotte County by providing comprehensive physicals, emergency medical services, concussion screenings, nutrition information and ongoing health care management to student athletes in all eight public high schools in the county.

High school sports play an important role in the adoption and maintenance of a physically active lifestyle among adolescents. Participation in sports is "one of the few interventions that benefit low status, disadvantages students...as much or more than their more advantaged peers" (Harvard Educational Review). Research shows that when teens play high school sports, they earn higher grades, have better attendance, are less likely to drop out and are more apt to adopt healthy lifestyles.

Funding will support the work of eight certified athletic trainers who are degreed health professionals working on-site at the eight public high schools in Wyandotte County, utilizing existing public infrastructure. SAF-K will benefit at-risk youth by increasing access to low-cost physicals and ensuring continuity of care for concussions, injuries and medical conditions such as diabetes and asthma. Many of the high school student athletes we serve do not see a physician regularly, and our athletic trainers navigate the process of health care access for these teenagers. Since 2008, SAF-K is the only organization providing these athletic training services to Wyandotte County public high school students, so there is no duplication of services.

In 2013, we performed 340 comprehensive sports physicals, and we project increased participation to between 400-500 in 2014. We also provide free cardiac screenings and EKGs performed by board-certified cardiologists, identifying potentially dangerous heart conditions in teenagers. Additionally, we provide valuable concussion screenings for over 2,000 student athletes, as the first step in SAF-K's established concussion care protocol.

Funding will also support our ability to publish and distribute nutrition information. This is a critical need because many of the student athletes we serve do not know the basics of proper nutrition and hydration necessary for exercise in heat/cold extremes, and to maintain healthy lifestyles.

CLIENT INFORMATION

Wyandotte County, Kansas is home to eight high schools, all of which have an ethnically diverse student body of 13-18 year-olds. In the largest district, Kansas City, Kansas USD 500, 40% of the 5,287 high school students are Hispanic, 39% black, 13% white, and 8% Asian or other. (Source: KS Dept. of Education, 2014)

Among the 2,600 high school student athletes SAF-K serves in Wyandotte County, 62.8% come from single-parent families with a median household income of \$37,150. The unemployment rate is 15.09%. (Source: khealthmatters.org 2014), leaving 30.9% of children ages 12-17 in Wyandotte County at risk and living below the poverty level. These factors combine to create a fragile developmental environment for teens in Wyandotte County.

SAF-K athletic trainers will coordinate 400-500 comprehensive sports physicals and more than 2,000 concussion screenings in 2014-15 school year, and often assist teens and their families with timely referrals to specialists. With a ratio of 1:1,608 of Primary Care Physicians per capita in Wyandotte County (Source: HHS Area Resource file, 2010), access to physicians is often limited. SAF-K's established relationships with area medical professionals help facilitate health care access for students.

SAF-K athletic trainers are respectful of and responsive to the cultural diversity and health needs of their students. They are knowledgeable about health conditions affecting ethnic populations and have earned the trust and respect of students, staff and coaches. One SAF-K athletic trainer is Hispanic and bilingual (English/Spanish), and works at the high school with the highest number of Spanish-speaking students.

FUND ALIGNMENT

SAF-K Physicals, Concussion Screenings & Nutrition for Healthier Teens Program aligns with the Board of Commissioners Strategic Plan and Healthy Communities Wyandotte on several levels:

Healthy Community/Recreation: Our program encourages and supports the development of active, healthy lifestyles in teens ages 13-18 while providing them with safe, medically supervised environments for sports, injury care and rehab, as well as physicals and concussion screenings. By providing information about nutrition, hydration, and healthy food choices for teen athletes, SAF-K's program aligns with the objectives of the Nutrition Team emphasis of Healthy Communities Wyandotte.

Environmental Infrastructure: Our program utilizes existing public school facilities to provide physical activity opportunities as well as medical attention to injuries and illnesses. We will also provide an education campaign to inform students, parents/guardians, coaches and school staff about nutrition, physicals and concussion signs and symptoms.

Education/Workforce Development: SAF-K athletic trainers create pathways for high school students to shadow and learn about athletic training as an allied health career. Our staff members have and will inspire students to pursue college degrees in athletic training and return to their communities to work with young people. We are particularly interested in attracting culturally diverse students to the field of athletic training.

Social Services: Through our sports physicals and concussion management program, SAF-K will perform medical case management with youth. Our athletic trainers navigate the students' access to referred physicians and specialists, including dentists.

RESULTS EVALUATION

SAF-K aims to achieve the following outcomes with our SAF-K Physicals, Concussion Screenings & Nutrition for Healthier Teens Project in the 2014-15 school year:

- Increased participation in annual SAF-K comprehensive sports physicals among high school students in Wyandotte County, from 340 in 2013 to 400+ in 2014.
- 2000 high school athletes in Wyandotte County will receive concussion screenings.

- Approximately 250 concussion evaluations will be performed following suspected injury. (Exact number cannot be projected; this estimate is based on historical trends.)
- 2600 students and families in Wyandotte County will receive information about sports physicals, concussion sign & symptoms, and nutrition educational materials.
- Increased participation of local physicians to help conduct SAF-K comprehensive sports physicals.

We will measure and verify the results in the following ways:

- We will register and document the number of high school student athletes participating in SAF-K comprehensive sports physicals in August 2014, November 2014 and May 2015.
- We will utilize online registration for these physicals. Students have school-issued laptop computers and can register online.
- We will establish and maintain close working relationships with additional physicians and medical professionals by mail, email and telephone confirmation.

RESULTS

Outcomes from our sports physicals and concussion awareness programs will be measured in two key ways: increased knowledge and increased participation among our stakeholders.

To achieve increased participation in sports physicals, we will use the indicator of attendance of between 400-500 student athletes at SAF-K sports physical sessions in May, August and November.

To achieve the outcome of increased students' and parents' knowledge of concussion signs and symptoms, nutritional information and sports physicals, SAF-K will use an indicator of parent and student signatures on acknowledgement forms. SAF-K concussion awareness brochures will be distributed before concussion screenings and again when athletes need concussion evaluations. SAF-K will distribute nutrition information and physicals literature in May, August and November.

To achieve increased participation in concussion screenings, SAF-K will use the indicator of documented concussion screenings among student athletes. In 2014, we anticipate at least 2,000 concussion screenings for freshmen, juniors and transfer students.

CRITICAL MILESTONES

SAF-K maintains electronic and hard copy records of comprehensive sports physicals, concussion screenings and injury reports on an ongoing basis, so we can reliably monitor progress toward our stated goals in terms of numbers of teenagers served, etc. We have five years' of historical data to which we can compare participation trends among high school students with sports physicals, and two years' of historical data on concussion screenings. We are very confident that these tracking tools will reliably inform us of our progress toward our goals with student athletes' physicals and concussion screenings.

Our key milestones include:

- September: Analysis of sports physicals participation and concussion screenings for fall sports
- December: Analysis of sports physicals for winter/spring sports, plus pre- and post-concussion testing for spring and fall sports
- May: Analysis of sports physicals for summer sports, plus post-concussion testing for fall sports

For our educational activities, we will monitor both the distribution and response of information shared with students and parents/guardians about nutrition, proper hydration for athletes, and concussion signs and symptoms. We measure

response after each email newsletter is published, and we can track participation in real-time through our online registration efforts. We can then use this information to amplify or augment our communication efforts in order to ensure that athletes and their families are receiving and utilizing our nutrition guides and supporting information.

KEY PARTNERS

SAF-K was created by multi-sector collaborators in response to a community need in 2008, and the partnership and community impact has grown significantly in just five years. SAF-K was co-founded by an orthopedic surgeon and a certified athletic trainer in Wyandotte County. Closing the disparities gap in health care was the driving force in the creation of SAF-K.

SAF-K created its public-private partnership to benefit the student athletes of Wyandotte County, KS school districts. In the 2014-15 school year, SAF-K will engage the following partners for its Wyandotte County programs:

- Ortho KC, a local orthopedic medical practice, to provide low-cost sports physicals, pro bono medical supervision of SAF-K athletic trainers and student athlete injury evaluations, and financial support
- Providence Medical Center, to provide financial support, as well as in-kind physician services for student physicals, cardiac screenings and dietary/nutritional guidance
- USD 500 (five high schools), to provide financial support and athletic training rooms
- USD 202 (one high school), to provide financial support and athletic training room
- USD 203 (one high school), to provide financial support and athletic training room
- USD 204 (one high school), to provide financial support and athletic training room

SAF-K's greatest strength has always been its collaborative partners, and in 2014-15, we intend to strengthen the scope of our collaboration with additional community partners. We are actively seeking additional medical providers and financial support.

PAST RESULTS

SAF-K has added two high schools to its client roster in the last year, so results from the last 12 months are most like what we are proposing for the 2014-15 school year, because they represent results reporting from a pool of 2,600 student athletes at 8 Wyandotte County high schools.

In the past 12 months, SAF-K has performed these preventative medical screenings:

- 360 comprehensive sports physicals
- 280 EKGs and cardiac screenings
- 2,180 concussion screenings
- 336 concussion evaluations for suspected concussions

In the past 12 months, SAF-K has identified these medical concerns from cardiac screenings and concussion screenings:

- 66 concussion diagnoses
- 11 heart conditions diagnosed

Without SAF-K's low-cost, comprehensive physicals and free concussion screenings, many of these teenagers would not be able to participate in sports, nor would their potentially dangerous medical conditions have been identified.

Teens do not typically have cardiovascular screenings and EKGs at medical checkups. The majority of teens in Wyandotte County visit a physician only when ill or when vaccinations are required for school. SAF-K has helped meet a critical need in their health development by providing low-cost comprehensive physicals and free concussion screenings.

SUSTAINABILITY

The Student Athlete Foundation of Kansas has a sustainable model of multi-sector collaborators that contribute financial support and in-kind services.

We have established a public-private partnership to benefit the student athletes of Wyandotte County, KS high schools. Major partners that contribute funding include Providence Medical Center, OrthoKC physicians, and eight public high schools in Wyandotte County. Financial support from other local corporations, medical practices, community groups and individuals has increased over the last year and we are already securing commitments for next school year. Report is attached.

SAF-K generates an increasing amount of earned income from community sports leagues and sporting events. This revenue also helps support the SAF-K Physicals, Concussion Screenings & Nutrition for Healthier Teens Project.

The SAF-K Board of Directors hired an executive director for the organization for the first time in 2014. This is the first time the organization has had leadership in place to develop community and corporate relationships and pursue independent fundraising.

Board governance is also being expanded to include a more diverse representation of the business, civic, ethnic and faith communities in Wyandotte County, and to assist in fundraising.

As the only nonprofit organization in the Midwest that provides full-time, certified athletic trainers for high school sports at a significantly reduced cost to schools, SAF-K serves a unique role in developing healthy, active lifestyles among youth in Wyandotte County. Our model is attracting interest from additional supporters in the area, and we remain committed to helping to change health rankings in Wyandotte County.

Unified Government – Hollywood Casino Grant Application

Organization:

Success Achieved In Future Environments

Address: PO Box 12443
Kansas City, KS 66112

Website: <http://www.kckrbi.org>

Amount Requested: \$400,000.00

Program Name: KCK RBI Field Renovation Project

PROJECT/PROGRAM DESCRIPTION

The KCK RBI program, through Success Achieved In Future Environments (S.A.F.E.), provides Kansas City, Kansas boys and girls, ages 3-18, with the opportunity to play organized baseball and softball, and it is the only baseball program within Wyandotte County to offer summer leagues to players ages 14-18. The program teaches physical fitness, teamwork, leadership and life skills with the greatest emphasis on education fostering a healthier future for the children who participate.

The Field Renovation Project for which S.A.F.E. requests funding will revive the 3&2 baseball fields located in the heart of Wyandotte County. For over 65 years, these fields have brought baseball to inner city children. They were abandoned for 10 years prior to S.A.F.E.'s acquisition of them in 2009. While they have been cleaned and made suitable for practice, the fields are not ready for hosting games. Renovating and rebuilding this stadium to a condition where games can be played daily through the season directly benefits the youth in the RBI program and restores a community icon. Our plans also include the creation of classrooms that participants will utilize for studying.

CLIENT INFORMATION

KCK RBI had 750 participants in 2013. Of those, 95% were residents of Wyandotte County. 68% of those participants are from homes below the poverty line. 65% of the participants cannot afford the \$25 registration fee.

Additionally, the 2010 US Census tells us, there were 19,856 school age children in Kansas City, KS. Among that population, 14,495 kids were receiving free or reduced school lunches, and 4,765 of them were living below the poverty line. We can't change those numbers, but we can provide the children opportunities that they otherwise would not receive. These opportunities will positively impact their lives and health today which they will carry into their future.

FUND ALIGNMENT

A portion of the Board of Commissioner's strategic plan reads, "Increase and improve programming options in existing facilities."

S.A.F.E.'s Field Renovation Project is directly in line with this goal. We aim to improve existing facilities so that programs offered to participants can be expanded. The renovation gives the youth in KCK RBI an opportunity to stay active, eat healthy and become educated all in one location.

Active- A renovated field provides a location that will meet our capacity needs as we anticipate our league registration numbers to grow to well over 1,500 participants within the next two seasons and 2,500 participants within the next five years. In addition, the facility will serve to expand the knowledge of sports for local youth by offering additional programs like soccer, flag football, kickball and golf.

Healthy- The updated facility includes a concession stand where we will offer healthy food to the youth in our program who do not have the ability or possibly cannot afford to eat healthy at home. We'll be able to impact the community as well by only offering and promoting healthy products at our concession stand during events (we do not plan on offering any cola products). We would also like to introduce an annual health fair for KCK RBI participants.

Educated- The facility will provide classrooms where the youth in our program can study and complete homework. Computers will be available to keep the children engaged with technology as well as facilitating college and scholarship application submissions.

RESULTS EVALUATION

We are committed to results for the children in our program. Our measure of success as an organization is dependent on the success of the children. We succeed when the children succeed.

We have seen the kids make great strides since the inception of the program. With the renovation, S.A.F.E. will have the ability to expand programs and offerings that will further the opportunities to help these kids be active, healthy and educated.

We evaluate success based on the healthy choices the participants make which are reflected in their GPA, their continued education and life choices post KCK RBI.

RESULTS

The Field Renovation Project is the means to increase the number of program participants as well as increase the ways S.A.F.E. can impact the participants now and into the future. We'll gauge success on these metrics:

- League GPA
- Yearly registrants
- Healthy eating adoption
- Kids who have KCK RBI as their only form of physical activity
- First time participants
- High school graduates
- League participants who go on to attend college
- Kids who go on to play college sports
- Honor Roll students within the league
- Former participants who return as volunteers
- League participants who return for multiple seasons

CRITICAL MILESTONES

Each season represents the start of a new year for KCK RBI participants. Students fill out registration forms at the start of each new season. We compile this data to track progress of the children and the program. We will continue to gauge the success of our programs and make adjustments based on the analysis of the data provided.

KEY PARTNERS

Cal Ripken Sr., Foundation, JE Dunn, Freightquote, Baseball Tomorrow Fund, Unified Government, Royals and BPU. These are the key partners of S.A.F.E. These organizations have been vital in fund raising efforts as well as creating volunteer interest and providing counsel along the way. They have pledged to maintain this same level of commitment beyond the Field Renovation Project.

JE Dunn has led the preparation of a total project budget. The current project estimate is \$2.5 million and we have firm commitments for \$700,000. We are also currently applying for matching funds that could put the total near \$1.0

million. To provide proper stewardship over this project and these funds we are currently putting into place a board of directors, an advisory board and an honorary board for people who have expressed interest to help lead this program.

Current leadership commitments:

Board of Directors:

Cle Ross, Executive Director

Dave Frantze, Partner, Stinson Leonard Street

Matthew Druten, Chief Financial Officer, Freightquote

David James, Director, RBI Program at Major League Baseball

Advisory Board:

Tim Barton, Founder and Executive Chairman, Freightquote

Bob Kendrick, President, Negro League Baseball Museum

Tim Schaffer, Executive Vice President, Red Brokerage

Honorary Board:

Trent Green, Chairman Trent Green Family Foundation, NFL Quarterback (Retired)

Damian Rolls, Major League Baseball Player (Retired)

Brian McRae, Major League Baseball Player (Retired)

PAST RESULTS

The past three years have shown tremendous growth in program participants along with increased benefits and success for those becoming college aged. In 2011, we received our second grant from the Cal Ripken, Sr. Foundation which allowed growth from 315 to 468 program participants that year. That number grew to 750 in 2013 through increasing community awareness by reaching out to schools and additional youth organizations. They overall league GPA has raised from 1.9 to 2.6. We're proud to say that 57 out of the 95 college-aged former participants are attending college, with 19 of them playing college sports.

Our goal is a league GPA of 3.0.

S.A.F.E. was not a recipient of grant funds in 2013, but if we are honored with funds in 2014, we look forward to joyously sharing our progress in the years to come.

SUSTAINABILITY

In order to support the organization's expanding goals and increasing participants in 2014 and beyond, a 10-member KCK RBI Steering Committee was formed in the summer of 2013. This group is dedicated to partnering with the surrounding community for ongoing success. The Steering Committee is charged with the creation of a strategic plan for achieving an expanded set of goals over the next 3 -5 years. We are also in process of selecting an advisory board that should be in place by 2nd Quarter 2014.

While we have the support of many local companies and foundations (see attachment), we are recruiting others to help us sustain the program during and post renovation. We are actively seeking the support of multiple organizations in Kansas City. Local company partnerships, like we have established with JE Dunn and Freightquote, are perhaps the most significant.

KCK RBI has been the first exposure to organized baseball / softball for 80% of our current group of youth with 97% using donated equipment. We will continue well into the future. The Field Renovation Project is just the next step of our journey that started in 2009.

Beyond joint fundraising efforts, we are forming close, enduring relationships with local companies. To us, that means meaningful, productive connections. Together, we're working to promote health and education through baseball in the community.

S.A.F.E.'s other projects and goals:

- Academic tutoring in cooperation with the local accredited educational facilities
- Build, staff, and maintain an Urban Youth Academy at the WYCO.

Unified Government – Hollywood Casino Grant Application

Organization:

**The Downtown
Shareholders Of Kansas
City Kansas Inc**

Address: 726 Armstrong
Kansas City, KS 66101

Website: <http://downtownkck.org>

Amount Requested: \$23,540.00

Program Name: KCK Farmers' Market

PROJECT/PROGRAM DESCRIPTION

The KCK Farmers' Market (formerly the KCK Greenmarket) operates three farmers' markets in Wyandotte County that are located at Juniper Gardens, on Central Ave. and in Strawberry Hill. Established by a group of committed community volunteers that saw a need for fresh food in KCK, the organization opened one market in 2006 and has grown in scope to the current day. The purpose of the KCK Farmers' Market is to promote health and provide fresh fruits and vegetables to the neighborhoods of Wyandotte County.

All of our markets accept cash, debit cards, checks, SNAP, and Senior Farmers' Market Nutrition Program Vouchers. Through a partnership with the Beans and Greens initiative, all markets offer a match incentive for SNAP and SFMNP. If a customer puts \$25 on their SNAP card, they will receive \$50 to spend in the market. It is critical to our mission to accept and promote using benefits at market, but it requires significant administrative support.

Hollywood Casino funds will be utilized to staff three markets with a consistent market manager. This has historically been covered by one very part time staff and volunteers, which has proven to be administratively challenging. The market manager will help with set up and tear down, offer recipe cards and cooking ideas, and assist customers utilizing Debit, SNAP, SFMNP and Beans and Greens at the markets.

Our markets are hosted in a parking lots of supporting organizations. At the beginning of each market day, we set up temporary signs that guide customers to the market. With funding, the market would purchase signage that would remain up from May through October at each location, increasing market visibility.

Currently, our markets operate weekdays in the mornings. All of the markets are well attended, but through surveys we have identified large portions of our county that are not able to shop during the week. We are requesting funds to complete a feasibility study that will look at expanding our markets to reach a greater audience, which could include new locations or the addition of a Saturday market.

CLIENT INFORMATION

Each market is unique, reflecting the diverse neighborhoods of our county. Customers at the Monday market are largely members of KCK's sizable Asian refugee population, mostly young families utilizing SNAP. Customers purchase a mix of typical American crops along with hot peppers, bitter melon and a lemony green called Chin Baung. In 2013, this market sold \$24,936 worth of produce, 90% to at-risk customers utilizing food assistance benefits.

The Tuesday market is located at 22nd and Central. This location welcomes a mix of seniors using their Farmers' Market Nutrition Program vouchers (SFMNP) and families using SNAP. Many of the customers at this market are clients of Catholic Charities of Northeast Kansas' Emergency Assistance Center or live in the apartment buildings that are scattered along Central Ave. In 2013, this market sold \$15,341 worth of produce, 79% to at-risk customers utilizing benefits.

The Strawberry Hill market, on Wednesday mornings at 6th and Tauromee, serves Seniors that walk, catch a ride or ride scooters from many of the high-rises downtown, business professionals, UG employees, firefighters, and families. Farmers are a mix of immigrants, young farmers and even a former mayor. In 2013, this market saw sales of \$24,534, 75% going to customers utilizing benefits.

In 2013, 432 different families used SNAP benefits and 358 senior citizens used their SFMNP vouchers to purchase over \$54,000 worth of fresh produce. Ninety percent of our market customers live within the Wyandotte County border.

FUND ALIGNMENT

The KCK Farmers' Market strongly aligns with the Board of Commissioners' Strategic Plan and the Recommendations for a Better Future document. Our markets change the physical food landscape in Wyandotte County, increasing accessibility of fresh produce. Two of the neighborhoods where our markets are located are void of any grocery stores; the farmers' market is the only place to get a ripe tomato or sweet peach. A portion of grant funding will be utilized to purchase semi-permanent signage for each location that will further impact the physical space, advertising for the markets for the length of the season and reminding neighbors about the importance of healthy eating.

Each week, our markets feature a cooking demonstration where customers can try fruits and vegetables that are available in the market. Many of the children that come to the farmers' market are interacting with fresh food for the first time. Nutrition educators from K-State Research and Extension and Harvesters prepare recipes that span many cultures- salsas, cooked greens, fresh cut fruit- and encourage healthy modifications.

The markets also lower the cost of fresh food for low income families through our partnership with the Beans and Greens program. In 2013, the market leveraged \$27,000 from Beans and Greens that was distributed as a dollar for dollar match for families using SNAP and SFMNP.

RESULTS EVALUATION

In 2013, sales totaled \$64,811 for all markets. For the 2014 season, we will grow overall sales by 15%, to \$75,000. This data is gathered by market tracking sheets and farmer's sales records that are collected at the end of each market.

Last season, 17% of total sales were in cash. The market is committed to serving at-risk customers that are utilizing their food assistance benefits, but for long-term sustainability, cash sales must increase. A few years ago, the state of Kansas opted not to participate in the Senior's Farmers' Market Nutrition Program, nearly devastated our Wednesday market. In 2014, we are committed to growing our cash base to 25% of total sales. This is reported on farmer's sales records that are collected at the end of each market day.

Having multiple volunteer market managers has made keeping customer foot traffic counts difficult. With grant funding, we will hire a consistent presence at the market, and keep accurate counts.

The Feasibility Study will utilize traffic counts, farmer and customer surveys, and other data to guide market expansion. Information will be collected during the market season, and synthesized during the off season resulting in a report with recommendations.

RESULTS

To utilize SNAP and SFMNP at the markets, customers first have to visit the market information booth. The market manager will swipe the SNAP card and give the customer tokens to use with farmers at the market. At this time, the market manager tracks SNAP and SFMNP use on two different tracking forms.

At the end of the market day, farmers turn in their tokens for reimbursement and report their sales, including cash, on a Sales Record sheet.

Customer counts will be taken for 10 minutes every hour using a clicker. Counts will be recorded by the market manager and used as a baseline for improving markets. We will be able to see what times are the busiest and can verify if our attempts to get more people to visit the market are working.

All of this data is collected and put into an access database weekly by the market manager.

CRITICAL MILESTONES

At the beginning of the season, we will set monthly sales goals for each market based on historical data. These sales goals will ensure that we are on track to meeting our overall goals stated in the results section of this application. At our monthly Advisory Board meetings, we will review these goals against a report with actuals from the market manager. If needed, we will make adjustments in marketing to try and increase sales for specific populations.

The Market Manager will meet weekly with the Advisory Board chair to ensure that data is being collected in an effective manner, including SNAP and SFMNP tracking sheets, farmer's sales records and customer counts. Adjustments will be made if systems are not effective.

The feasibility study will be guided by the Advisory Board, enacted by the market manager. The Board Chair will work to ensure that the market manager puts together a workable plan for collecting needed information during the market season. In the fall, the Market Manager will meet with the Advisory Board to complete the study and make recommendations for expansion.

KEY PARTNERS

The KCK Farmers' Market is in the process of applying for 501c3 status. To apply for this fund-ing, we have partnered with Downtown Shareholders, a local 501c3 that will act as our fiscal agent. As a fiscal agent, Downtown Shareholders will handle the financial accounting related to grant expenses. Downtown Shareholders is committed to supporting businesses and organizations in KCK.

There are many other organizations that play a role in the success of our farmers' markets. K-State Research and Extension and Harvesters provide cooking demonstrations at all sites. Catholic Charities of Northeast Kansas and Cultivate KC run programs that support beginning and immigrant farmers, many of whom sell at our market locations.

Beans and Greens provides matching funds for customers utilizing SNAP and SFMNP benefits at all locations, which has greatly increased the impacts of our markets.

PAST RESULTS

In 2009, the market became SNAP accessible. That year, we did only \$39 in SNAP sales and no sales in SFMNP. Winning the trust of low-income shoppers and changing buying patterns is hard, uphill work. We have built relationships with farmers, customers and organizations supporting health that are making buying fresh, local produce part of the culture of our county. Our sales to low income customers have grown every year, to over \$54,000 last year. In the last 3 years, we have seen consistent growth from total sales of \$39,916 in 2011 to \$66,080 in 2013. We are poised to continue this growth and increase market sustainability by developing additional cash customers.

Our Advisory Board completed a planning retreat this year, laying the foundation for a feasibility study for market expansion.

SUSTAINABILITY

Most farmers markets are funded by the host city and vendor fees. Our market has been fueled by volunteer time and investment from Beans and Greens. Initially, we had to beg farmers to come and sell in Wyandotte County. Farmers perceived that they could not make money selling at our markets. To make the market more enticing to farmers, our fees for vendors have been very low. As the markets have grown, many farmers report that they are doing well and chose to sell at our markets above others. With the help of Hollywood Casino funds, we hope to grow the markets even larger and will consider raising vendor fees to generate income to help the market support itself.

Beans and Greens have been a generous supporter of our markets, providing \$30,000 in SNAP and SFMNP matching funds each year and around \$5,000 in money to be used for staffing and supplies. These funds are guaranteed for the 2014 season.

With the award of Hollywood Casino funds and the hiring of a staff member, we hope to submit our application for 501c3 status. As a nonprofit, we will be in a positive position to apply for other grant funds to sustain and increase our impact.

Unified Government – Hollywood Casino Grant Application

Organization:

The Family Conservancy

Address: 444 Minnesota Avenue, Suite 200
Kansas City, KS 66101

Website: <http://thefamilyconservancy.org>

Amount Requested: \$50,000.00

Program Name: Healthy Parents, Healthy Kids

PROJECT/PROGRAM DESCRIPTION

The Family Conservancy's (TFC) respectfully requests \$50,000 in funding to support our Healthy Parents, Healthy Kids Program which provides education and services to strengthen families and enhance the positive growth and development of children on-site at Juniper Gardens and St. Margaret's Park public housing developments in Wyandotte County, Kansas. Programming focuses on helping parents manage health and stress, implement appropriate parenting strategies, form connections with other families and gain trusted resources for information and services. Between 50-70 participants are served annually. Since 2008, Healthy Parents, Healthy Kids, in partnership with the Kansas City, Kansas Housing Authority, has successfully engaged some of Wyandotte County's most vulnerable families.

Healthy Parents, Healthy Kids programming is provided on-site in two-hour class sessions. Examples of class topics include: Healthy Meals on a Budget; Getting Kids to Eat Healthy; Fitness for Energy and Yoga for Relaxation; Enrolling in WIC; Basic Infant Care Roles for Fathers; and Breastfeeding Nutrition. A minimum of fifteen minutes of class time is dedicated to fitness activities such as hula-hooping competitions or line dancing.

Child care is provided to all parents attending class and all attendees receive a healthy snack during sessions. The Healthy Parents, Healthy Kids Parent Education Coordinator meets with families one-on-one, if needed. During individual case management, the Parent Education Coordinator most often coordinates referral of families to other organizations if they need services/assistance outside of what is offered in the Healthy Parents, Healthy Kids Program. In 2013, TFC began utilizing a Healthy Parents, Healthy Kids program graduate to provide mentorship and support for participating families. This has been very successful and the program graduate is often referred to as the "class cheerleader."

In addition to weekly sessions, TFC partners with other organizations for events and to maintain a community garden. TFC partners annually with K-State to host a health fair. The health fair has displays on the amount of sugar in many of our beverages and on how to address bedbugs, as well as fitness competitions in a "Minute-To-Win-It" game show format. TFC also partners with K-State to assist participants in maintaining a community garden at Juniper Gardens.

CLIENT INFORMATION

Residents of public housing in Wyandotte County maintain one of the most significantly at-risk and hardest to reach populations in the state. While the young parents and their children in the public housing communities, many served by the Healthy Parents, Healthy Kids program, are eligible for public assistance and other services, many are unaware of the help available, face barriers in accessing services or are so overwhelmed by their circumstances that they do not

take advantage of services. Many families feel nutritious food is either too expensive or not appetizing. Families believe to be physically active they need a costly gym membership. Few pregnant women receive adequate prenatal care, despite the Unified Government Public Health Department's free prenatal education classes; only a small number of families have "medical homes" for ongoing health care; and many parents admit they rarely serve fresh fruits and vegetables to their children.

Of the estimated 70 families served annually in the Healthy Parents, Healthy Kids program, 100% are residents of Wyandotte County, Kansas. The average household income of Healthy Parents, Healthy Kids participants is \$4,800 annually. Families in Juniper Gardens and St. Margaret's Park fit the demographic profile of other KCK public housing communities, namely: predominantly African-American, single mothers with young children; all school children are free and reduced lunch eligible and the majority of families receive SNAP (food stamps); approximately one-third of residents do not have high school diplomas, and most residents have incomes that are below the federal poverty level.

FUND ALIGNMENT

The Healthy Communities Wyandotte 2009 report, under the Nutrition Action team, challenges our community to "support and strengthen partnerships to promote healthier eating." TFC partners with K-State to assist families in growing produce in Juniper Gardens' community garden. Families use their produce to feed their families and sell at the Juniper Gardens farmers market. Additionally, an action item of the Nutrition Action Team is to "launch culturally sensitive healthy lifestyle campaigns that focus on good nutrition." Healthy Parents, Healthy Kids participants face challenges both of poverty and, commonly, a misunderstanding of healthy living. TFC meets families "where they are" by providing budget-friendly nutrition solutions for family meals. Additionally, TFC has discovered that many parents believed they did not need to eat healthy as long as they were taking a multivitamin. This has been a unique challenge to the nutrition programming and through education there is discussion in class of the benefits of incorporating whole foods in a diet. Now parents have reported they are utilizing healthy food choices more frequently. Additionally, the Healthy Parents, Healthy Kids program is culturally sensitive to the low-literacy levels of some of its' participants and most of our data for surveys is collected verbally.

All participants can checkout bus passes to help their family attend doctor's appointments, get a parent to a G.E.D. class or for a Dad to go to a job interview. This promotes multiple facets of the Healthy Communities Wyandotte plan, including access to health care and creating pathways to careers.

RESULTS EVALUATION

Outcome 1: Parents/caregivers make healthier food choices for their families

Success Goal: 50% increase in the number of participants who report they are eating/serving healthier options

Outcome 2: Increase physical activity among participants

Success Goal: 75% increase in the number of participants who report an increase in physical activity outside of class;
50% increase in overall physical activity

Outcome 3: Participants have access to health services and family support services

Success Goal: 50% of consultants report that a participant followed-through on a referral

Outcome 4: Decreased social isolation and access to support network among the program's participants

Success Goal: 75% increase in the number of participants who say they know where to turn in times of need

Outcome 5: Pregnant participants attend at least one prenatal doctor's visit

Success Goal: 75% of participants report having at least one prenatal doctor's visit

Outcome 6: Infants born to program participants have positive birth outcomes

Success Goal: 100% of births to program participants have healthy birth weights of at least 5.5 pounds

Outcome 7: Participants who give birth will breastfeed for at least the first month of life

Success Goal: 75% of participants will breastfeed for at least the first month of life

RESULTS

Participants will complete brief surveys after each weekly session to evaluate the amount of knowledge they have retained from the classes as well as identify their readiness to change certain behaviors. To evaluate the effectiveness of the program, a pre-test is given at the beginning of the grant period and a post-test at the conclusion of the grant project. To ensure all age groups and literacy levels comprehend what information is being asked, tests are given orally. The Family Conservancy utilizes the "Incredible Years" curriculum for parenting programming, a nationally-recognized curriculum with developed survey tools. Nutrition surveys are formulated and administered by K-State's licensed nutrition education staff. Data on babies' birth weights is collected not only from the participant reports but also Health Department records if permission is given by the family. Also, if permission is granted, TFC accesses WIC records in addition to participant reports, to gauge how a family is doing in regards to the breastfeeding goals.

CRITICAL MILESTONES

TFC is working to change behaviors linked to unhealthy lifestyles in Wyandotte County through grassroots efforts. Individuals who thought they could only afford and access unhealthy food options are provided with fresh produce. Families who used negative means for discipline are taught effective, positive parenting techniques. Neighbors divided by language barriers and cultural differences come together through the common language of gardening and passion for healthy living. We introduce fitness as a fun way for families to spend time together. On an individual level, the long-term impact of the program can be measured by the outcome of the post-test that will take place after grant programming. Long-term success for our families is when they utilize what they have learned outside of class to lead a healthier lifestyle. TFC knows the Healthy Parents, Healthy Kids program has reached a milestone when we hear of an older child helping the family choose items from the grocery store by reading nutrition labels; when a mom is seen walking with her children to meet her twenty minutes of daily exercise goal and when a dad checks out a bus pass to go to a job interview. On the communal level, long-term impact is evident by the degree to which parents are more socially connected. It is a goal of the program that parents support each other in transportation, sharing of baby items, and parent communications.

KEY PARTNERS

Kansas City Kansas Housing Authority (KCKHA) has been a significant partner for Healthy Parents, Healthy Kids programming by providing access to tenant data, assistance with promotion, recruitment, use of their 15-passenger van and a sizeable in-kind donation, valued annually at \$37,044, of facilities at Juniper Gardens and St. Margaret's.

K-State Research and Extension has become an important partner to the Healthy Parents, Healthy Kids program, with highly qualified staff who deliver monthly nutrition and stress management education, gardening assistance and educational materials and consultation.

Unified Government Health Department: provides assistance with prenatal classes, serves as a referral source for participants needing prenatal care and provides outcome data such as birth weights and number of prenatal visits participants have completed.

PAST RESULTS

The Healthy Parents, Healthy Kids program exceeded goals in 2013. We anticipated serving 50-70 families and ultimately reached over 75 families.

Of pre-test participants, 60% reported serving fruits and vegetables at each meal and 40% of participants reported serving healthy snacks twice daily. At the time of the interim grant report, 100% of participants reported serving fruits and vegetables and 90% of participants reported giving two healthy snacks to their children daily. In a March survey, 100% of families were reporting better food choices in both areas.

In the pre-test, 46% of participants reported participating in regular physical activity. Surveys in March reflected 91% of participants participating in physical activity outside of class and 68% showing an increase in physical activity since the beginning of class.

Only 50% of families revealed having support from others in class in the pre-test. While the post-test will not be given until the end of the grant period, a survey was taken in March and 75% of participants reported having someone to talk to in times of need.

Five babies have been born to-date during the grant period, all with birth weights of at least 5.5 pounds and are all being breastfed. The program is currently serving 15 pregnant participants and before joining programming, 66% reported they had attended a prenatal doctor's visit. Appointment attendance will be provided in the final report.

As of February 28th, TFC has spent \$10,973 of the \$18,000 grant award. The remaining \$7,027 will be expended by June 1st.

SUSTAINABILITY

In partnership with the Kansas City, Kansas Housing Authority, The Family Conservancy continues to have established, donated office space at Juniper Gardens and St. Margaret's Park. Healthy Parents, Healthy Kids has created strong collaborations with other area partners who have a vested interest in serving the residents of both communities. Additionally, TFC responded to participants who feel more motivated to complete an activity, such as enroll at the WIC office or change their meal plan, when they can hear from someone who has done it recently. In 2013, a Juniper Gardens program graduate agreed to volunteer at St. Margaret's to share her experiences and promote others to lead a healthy lifestyle. This has assisted in recruiting and maintaining participants and we believe helped participants achieve their goals.

Through effective door-to-door recruitment and on-site program services, the staff has established credibility and trust among the underserved Juniper Gardens and St. Margaret's residents. The interest of the residents and the multiple resources available ensure Healthy Parents, Healthy Kids is here to stay. This is evident by the over six years of successful programming at Juniper Gardens and the ability to continue Healthy Parents, Healthy Kids programming at St. Margaret's beyond the pilot phase.

Secured funding: Kansas Children's Cabinet and Trust Fund \$30,000; Menorah Legacy Foundation \$11,864; Baum \$12,000

Pending funding: United Way \$25,375

Unified Government – Hollywood Casino Grant Application

Organization:

The Menorah Legacy Foundation

Address: 8900 State Line Road, Suite 450
Leawood, MO 66206

Website: <http://www.menorahlegacy.org>

Amount Requested: \$26,000.00

Program Name: **The Kansas City Beans&Greens Program**

PROJECT/PROGRAM DESCRIPTION

The goal of the Kansas City Beans&Greens Program is to make purchasing and consuming healthy, locally grown food the easy choice for all residents of Wyandotte County. Launched in 2010, Beans&Greens is a nutrition-incentive program that targets low-income families in Wyandotte, Johnson and Douglas counties in Kansas and Jackson and Clay counties in Missouri. Beans&Greens makes locally grown food accessible and affordable to persons receiving food assistance by collaborating with area farmers markets, low income families and seniors, and the communities which serve these populations. When low-income persons receiving Supplemental Nutrition Assistance Program (SNAP, previously known as the food stamp program) and seniors receiving Senior Farmers Market Nutrition Program funds (SFMNP) buy fresh, healthy food at participating farmers markets, Beans&Greens provides a dollar-for-dollar match, up to \$25 per week, making healthy food affordable. Because many farmers markets are run by volunteers, part-time staff and/or farmers, the Beans&Greens Program provides technological, administrative, promotional and nutrition education support so that farmers markets are able to accept food assistance currency, staff the markets as volume increases, promote their participation in the program and provide nutrition education and cooking demonstrations.

Unified Government - Hollywood Casino Grant funding would support the dollar-for-dollar matching funds and farmers markets support for the Wyandotte County participating markets. Participating farmers markets include: the Juniper Gardens Farmers Market at 3rd and Richmond, the Downtown Kansas City, Kansas Farmers Market at 6th and Ann, the Catholic Charities Farmers Market at 2220 Central Avenue and the Rosedale Farmers Market at 340 Southwest Boulevard. In addition, funding would help support staff development time dedicated to developing and pursuing long-term Program funding through a variety of state and federal opportunities, including the recently signed Farm Bill which includes \$20 million each year for five years for nutrition incentive programs similar to the Kansas City Beans&Greens Program. While the details of how to access these funds have not been released, it is our understanding that nutrition incentive funding in the federal Farm Bill does include funding for the staff that would apply for and manage the grant.

CLIENT INFORMATION

We are targeting the 35,389 persons enrolled in the SNAP program in Wyandotte County, Kansas and the 2,500 seniors who receive SFMNP benefits and live in Wyandotte County.

FUND ALIGNMENT

The goal of the Kansas City Beans&Greens Program is to make purchasing and consuming healthy, locally grown food the easy choice for all residents of Wyandotte County which is directly in line with the Board of Commissioners's strategic plan to encourage healthy lifestyles by improving Wyandotte County's food environment so that all residents can and want to eat healthy foods. We have been successful in reaching this goal because of our collaborations with Catholic Charities of Northeast Kansas City, Kansas, Juniper Gardens Housing Project, CultivateKC, Rosedale Development Association, Rosedale Healthy Kids Initiative, Kansas State Extension. Together, we increase physical access to healthy foods by providing area farmers markets with the technology, administrative assistance and nutrition educators they need to be able to accept food assistance benefits, promote healthy food and teach low-income families how to shop for, prepare and handle fresh food. We make nutritious food more affordable by providing matching funds when persons enrolled in food assistance programs use their benefits at the four participating farmers markets in Wyandotte County.

RESULTS EVALUATION

1. Increased access to healthy food for persons receiving food assistance. The number of Beans&Greens farmers markets will increase by 2-3 sites in 2014.
2. SNAP users spend more of their food assistance dollars at markets at a higher rate than match dollars provided. 2014 SNAP sales receipts provided to Beans&Greens by participating markets will be compared to past years' SNAP sales receipts. In 2012, SNAP sales were \$160,222 and match sales were \$119,576. In 2013, total SNAP sales were \$173,637 and match sales were \$134,979.
3. Farmers are able to sustain their business and/or increase their business as a result of having SNAP and SFMNP customers - farmers continue to see an 10% increase in sales to food assistance customers. In 2012 food sales to food assistance customers were \$319,696. In 2013, total sales to food assistance customers were \$342,636.
4. Fresh produce is more affordable for SNAP/SFMNP customers when they shop at Beans&Greens markets with the goal that 50% or greater of customers surveyed report they are able to afford fresh produce at Beans&Greens markets. In 2013, 56% reported they could not afford fresh produce without the Beans&Greens match.

RESULTS

1. The number of farmer market annual participation agreements we sign with each market who wishes to offer the Beans&Greens match and provide sales receipt data to the Program. In 2013, we signed 16 farmers market agreements. In 2014, we hope to sign 18 agreements.
2. Weekly Beans&Greens farmer market receipts showing individual and aggregate SNAP, SFMNP and dollar-for-dollar sales receipts. 2014 sales data will be compared to previous years.
3. Annual customer and farmer surveys which include one-on-one interviews with nearly 200 customers and 200 farmers. Questions look at customer demographics, income, knowledge about fresh food purchasing and preparation and affordability of fresh food.

CRITICAL MILESTONES

While total sales over time at participating markets by food assistance customers tell part of the story, interviewing customers who are using their benefits at the markets on a regular basis provides information on the demographics of our customers, the reasons they are choosing to shop at the markets, the frequency of use, how much they spend and their knowledge about good nutrition and how to purchase and prepare fresh food. We use this information to provide Beans&Greens farmers with suggestions on customer food preferences, we tailor cooking demonstrations and nutrition education at certain markets to be culturally or educationally sensitive to the population that regularly shops there, and we use the information to better target our promotion and outreach efforts.

KEY PARTNERS

Wyandotte County Farmers Markets: Catholic Charities of Northeast Kansas; KCK Green Markets at Juniper Gardens and Downtown, and the Rosedale Farmers Market on Southwest Boulevard.

Nutrition Education and Promotion in Wyandotte County: Blue Cross Blue Shield of Kansas City, Catholic Charities, Center Elementary School, CultivateKC, Family Conservancy, Harvesters, Healthy Communities Wyandotte, Jewish Family Services, Unified Government of Wyandotte County Health Department, Rosedale Development Association and Rosedale Healthy Kids Initiative, Southwest Boulevard Family Health Clinic, Truman Medical Center, University of Kansas Medical Center, University of Missouri Extension and Kansas State Extension

Program Advocacy, Community Building and Mobilizing: CultivateKC, Kansas Department of Agriculture Kansas Public Health Association, KC Healthy Kids, KC Food Policy Coalition, Local Initiatives Support Corporation, Mid-America Regional Council

Funding Partners: AARP, The Health Care Foundation of Greater Kansas City, Menorah Legacy Foundation, Wyandotte Health Foundation, Kansas Health Foundation, Missouri Department of Agriculture

PAST RESULTS

Since its inception in 2010, Beans&Greens:

1. Tracked over 25,000 SNAP recipients and 1,000 SFMNP participants who have shopped at Beans&Greens markets;
2. Brought seniors to Wyandotte Beans&Greens participating markets who live outside of the area as evidenced by the fact that in 2013, 2,500 Senior Farmer Market Coupons were issued in Wyandotte but we redeemed 5,575 coupons;
3. Surveyed 180 Beans&Greens SNAP customers:
 - a. 56% said they could not shop at farmers markets without the match;
 - b. 63% reported annual income of \$20,000 or less;
 - c. 78% indicating low or very low food security;
 - d. The majority of participants (63.9%) would prefer to buy local foods if cost was not an issue;
 - e. 48.3% would prefer to buy organic;
 - f. Survey participants learned how to prepare fresh produce via a range of resources, including easy recipes, cooking classes, market demonstrations, and websites;
 - g. Self-reported average weekly intake of fruits and vegetables was higher for repeat Beans&Greens users for almost all categories; and
 - h. Repeat users also reported higher mean scores for questions regarding enjoyment of fruits and vegetables, knowledge of preparation techniques for fruits and vegetables, knowledge that fruits and vegetables are beneficial for one's health and affordability of fruits and vegetables
4. Increased sales at participating farmers markets for each of the four years and provided nearly half a million dollars in matching funds overall which generated another \$536,000 in federal assistance dollars at area farmers markets

SUSTAINABILITY

It is the hope that one day Beans&Greens will no longer be needed because a national strategy that strengthens SNAP spending when recipients purchase healthy food has been implemented. Until then, we continue to raise public and private funding and have secured the following support: \$50,000 from the Menorah Legacy Foundation, \$105,000 from the Health Care Foundation of Greater Kansas City, \$30,000 from the Wyandotte Health Foundation, \$15,000 from the Missouri Department of Agriculture. Our outstanding requests include \$25,000 from the Kansas Health Foundation Recognition Grant Program, \$100,000 from the Kansas Health Foundation Healthy Living Grant Program for program expansion outside of the greater Kansas City area. Finally, President Obama recently signed the Farm Bill which includes \$20 million dollars per year for five years for nutrition incentive programs like Beans&Greens. Once details for how to access these funds are provided, we are planning to submit an application.

Unified Government – Hollywood Casino Grant Application

Organization:

Turner House Clinic, Inc.

Address: 21 N. 12th St., Suite 300
Kansas City, KS 66102

Website: <http://www.thcckc.org>

Amount Requested: \$32,500.00

Program Name: Turner House Healthy Lifestyles

PROJECT/PROGRAM DESCRIPTION

Turner House Children's Clinic (Turner House) has approximately 700 patients diagnosed as overweight or obese. Well-child and other visits do not allow sufficient time for comprehensive education and management, referrals and follow-up to engage patients and their families and encourage their commitment to lifestyle changes. To manage this large number of patients, Turner House has partnered with several community-based programs. In partnership with 12345 Fit-Tastic, a community-wide initiative of Children's Mercy Hospital (CMH), Turner House primary care providers are using that curriculum in well-child exams and follow-up visits to develop individual action plans based on patient/family responses to five questions related to food intake and physical activity. Action plans include simple, positive goals which are effective and achievable for some patients. Patients with BMIs in the 97th percentile and above are referred to more intensive weight management programs in the community, such as Score 1 for Health (Kansas University of Medicine and Biosciences), JoinForMe (UnitedHealthCare), and PHIT KIDS (CMH). By May 2014, the University of Kansas will begin an extension of their Healthy Hawks family-based behavioral treatment on site at Turner House. Three 12-week sessions per year will be held for patients and their families at the clinic, with exercise classes at Bethany Community Center next door to Turner House. Discussions are also in progress with Harvesters regarding their Kids in the Kitchen extension program. Grant funding will be used for coordination of patient referrals into these programs. A Healthy Lifestyles Coordinator will work with primary care providers to identify the appropriate option for each patient; ensure the patient is enrolled; follow up with the referral source to ensure attendance; follow up with patient and family by phone or mail between sessions to motivate and recognize goals achieved; mail reminder cards and make phone calls to patient families regarding follow-up visits at Turner House; ensure that patients are referred to specialists as ordered by the primary care provider; identify and contact other resources to bring more programs on site at Turner House; and collect and report data on participants in both internal and external programs.

CLIENT INFORMATION

According to a Children's Mercy Hospital (CMH) 2013 community needs assessment, 43.4% of Wyandotte County children ages 5-17 are overweight, 28.3% of whom are obese. The proposed program targets approximately 700 of these children who are Turner House patients ages 3-18, diagnosed as overweight or obese. More than 87% of these patients live at or below the Federal Poverty Level, with 80% receiving Medicaid and 20% uninsured. Approximately 94% of patients reside in Wyandotte County, Kansas; nearly 90% are Hispanic. Cultural sensitivity is ensured by Hispanic and Spanish speaking reception and clinical support staff who understand families' cultural issues. Two providers are bilingual. An interpreter is available for those who do not speak Spanish. Contract interpreters and a language line are available for other languages. Turner House does not have capacity within regular appointments for

intensive coordination and management of the 700 patients diagnosed with overweight or obesity. The 12345 Fit-Tastic program improves the ability to manage these patients by enabling providers to ask screening questions, develop simple action plans, and monitor progress at each visit. In one month of tracking, 67% of patients/families diagnosed as overweight or obese responded to screening questions. Patients with BMI at 97th percentile or above, will be prioritized. Approximately 400 patients are anticipated to receive weight management care coordination as a result of this funding. All of these children are at risk for severe complications, such as diabetes, heart disease orthopedic issues, sleep difficulties, and psychosocial problems if their conditions are not managed.

FUND ALIGNMENT

The goal of the Healthy Communities Wyandotte Nutrition Action Team is to "Improve Wyandotte County's food environment so that all residents can and want to eat healthy food."

In response to the large number of Wyandotte County children who are overweight and obese, Turner House is attempting to create opportunities for patients and their families to learn about healthy foods, how to access and prepare them, and motivate them to adapt healthier lifestyles. The proposed project will address this goal by coordinating the management of patients diagnosed with overweight and obesity and directing them to both internal and external programs where they will gain knowledge and, through group interaction, be motivated to make and maintain changes. All of the programs identified have extensive emphasis on accessing and preparing healthy food. The Healthy Lifestyles Coordinator will ensure that these programs continue and will work to identify additional opportunities to reach more patients. Endorsement of the 12345 FitTastic initiative by the Healthy Communities Committee is in alignment with the Turner House partnership in that initiative.

RESULTS EVALUATION

The overarching outcome of the proposed project is to improve and maintain the health and quality of life of Wyandotte County children, specifically those who are patients of Turner House Children's Clinic. In the past two years, Turner House has created the infrastructure necessary to identify, track and monitor patients who are overweight and obese. Electronic medical records have provided an essential tool for this process and have enabled these patients to be entered into a registry. As a result, 100% of patients who are diagnosed with overweight or obesity have a BMI documented at every visit, along with an action plan for weight management. The following outcomes have been identified to measure progress of these patients:

- (1) Increased consumption of healthy foods and drinks and increased physical activity. This will be measured by patient/family response to the five questions asked at each visit.
- (2) Improvement in BMI. This will be measured by a review of a random sample of 10% of medical records of patients with diagnosis of overweight or obesity at quarterly intervals.

RESULTS

The following indicators will determine success:

- (1) Compliance with periodic follow-up visits. Target: 80%
This will be verified by electronic medical record registry quarterly reports.
- (2) Improvement on the following indicators:
 - (a) an increase in the number of minutes a child spends in active play or exercise; (b) decrease in the number of hours a child is in front of a TV, computer, video game or cell phone screen; (c) increase in the number of times per day a child consumes milk or yogurt; (d) increase in number of times per day a child drinks water over sugary drinks; (e) an increase in number of servings per day a child eats fruits or vegetables. Target is a one to two point improvement on each indicator scale by next primary care visit. Selection of indicator determined by patient/family input (usually until the next monthly or quarterly follow-up visit).
- (3) Decrease in BMI over time. Target: 2 percentage points.

CRITICAL MILESTONES

In mid-summer 2014, Turner House will implement SQI software, a product of Health Metrics Systems (HMS). This is a data extraction tool which will enable more structured data to be collected, reported and analyzed to determine patient progress on each goal by gaging incremental change in behaviors self-reported by patients/families. Specifically, HMS will capture data in the current electronic medical record which can be manipulated to generate a

wider variety of reports that can be generated from the electronic medical record system. Because of its simplicity, the software can be used by all staff, and will not require generation by the office manager/data information specialist. These reports will be used to analyze success of activities for participating patients.

KEY PARTNERS

The 12345 Fit-Tastic initiative of Children's Mercy Hospitals & Clinics (CMH) is an important key partner in that it offers a simple curriculum and tools that primary care providers are using to develop individual action plans based on patient/family responses to five simple questions related to food intake and exercise. This structure enables providers to develop and track action plans for many more patients. In addition, Turner House has partnerships with the following: Healthy Hawks (University of Kansas Medical Center), 12-week family-based behavioral treatment program on site at Turner House; Score 1 for Health (Kansas University of Medicine and Biosciences), PHIT Kids (CMH), JoinForMe (UnitedHealthCare), and Harvesters Kids in the Kitchen initiative (discussions in progress). Patients with severe needs (BMI at 97th percentile) will be prioritized for referral to these more structured programs. If there is no availability, they will continue to receive education and management through the 12345 FitTastic curriculum until other programs become available. Upon "graduation" from other programs, patients will return to management through the 12345 Fit-Tastic structure to ensure that they maintain achievements and further increase their understanding of healthy lifestyles.

Fit-Tastic staff have provided training to Turner House providers and clinic support staff; presented to the Turner House patient family advisory council; and provided bilingual materials now posted in clinic exam and waiting rooms.

PAST RESULTS

Through the Patient-Centered Medical Home initiative, Turner House identified three indicators to be actively managed: asthma, obesity and compliance with well-child exams and immunizations and asthma. The following have been achieved to date: In 2013: 83% of patients 0-24 months of age and 89% of adolescents were current on immunizations--both of which exceed state and national norms. In February 2014, the rate of 0-24 month-old children current on immunizations increased to 87%, and adolescent rates held steady at 89%. In 2013, 86% of asthma patients had no emergency room visits in the 3 months prior to their visit--an improvement of 53.6% from the previous year (resulting in a year over year potential reduction in emergency room costs for Turner House asthma patients of \$4,800). Turner House was not a recipient of these funds in 2013.

SUSTAINABILITY

The Kansas University Medical Center received a grant from the Healthcare Foundation of Greater Kansas City to provide Healthy Hawks as an extension program at Turner House. Through this grant, funds were allocated to Turner House to hire a part-time coordinator for that program. Funding requested from the Hollywood Casino would allow expansion of this position to include coordination of a full Healthy Lifestyles program, including referral and follow-up to other community resources, development of additional resources for potential on-site programs, and monitoring and tracking of patient progress. Turner House receives Medicaid reimbursements for medical/ clinical visits and laboratory testing for children enrolled in the KanCare Medicaid program, which cover, on the average, only 40% of the \$187 cost of a medical visit. These reimbursements will provide a source of cash flow to help sustain the Healthy Lifestyles program. Turner House is committed to identifying ongoing opportunities for funding and partnerships to ensure that the Healthy Lifestyles Coordinator position is sustained beyond the period of this grant.

Unified Government – Hollywood Casino Grant Application

Organization:

United States Conference Of Catholic Bishops

Address: 2203 Parallel Ave
Kansas City, KS 66104

Website:

Amount Requested: \$15,000.00

Program Name: Blessed Sacrament Health Program

PROJECT/PROGRAM DESCRIPTION

Blessed Sacrament Catholic Church has been active in promoting healthier community in Wyandotte C, by participating in other health programs around Wyandotte County for the last 3 years. With these opportunity, Blessed Sacrament will promote physical activities and healthy eating in which participants will learn how to eat/cook healthier and have access to a fun, safe and ongoing physical activity class on a weekly basis. Blessed Sacrament will establish weekly opportunities to the community, the program will consist of 1 (one) hour a day 5 days a week, 1 nutrition Class (Saturday), 1 Walk/tone Cardio Class (Wednesday) and 3 Zumba (dance) classes (Tuesday, Thursday & Saturday). Since this is a multi-culture long terms project, Blessed Sacrament will be to somehow acquire an experienced/certificated bi-lingual person for each class, in which Blessed Sacrament will be committed that the proposed activities will extend and expand what has been one of the most important things for Blessed Sacrament for the last 3 years.

CLIENT INFORMATION

Blessed Sacrament is known as one of the churches with the biggest number of parishioners in Wyandotte County, Blessed Sacrament partners with Christ The King and Our Lady Of Saint Rose, our Priest P. Mark Mertes is the Pastor for all 3 churches. Blessed sacrament serves an average of 500 multicultural parishioners weekly. Blessed Sacrament also serves as home for the Hispanic Ministries and Youth activities Center (Reach KC) of the Kansas City Archdiocese. These program/project anticipate to serve an average of 40 people/families each weekly class, all different ages, as we experienced in the past, in some case the whole family will benefit from it.

FUND ALIGNMENT

- a. Increase healthy nutrition: The proposed project will work toward Board Of Commissioners objectives related to healthy nutrition. Blessed Sacrament will hire (already identified) a Certified Nutritionist to conduct one Nutrition class a week.
- b. Increase physical activity: The proposed project will work toward fulfilling Board Of Commissioners objectives related to physical activity. Blessed Sacrament will hire a experienced/Certified physical (zumba/cardio already identified) activity trainer, to implement 4 classes a week.
- c. Increase access to health services among Wyandotte County. Blessed Sacrament is confident that by establishing these project as ongoing access to the community, by the end of 2015, we will have healthier Wyandotte county.

RESULTS EVALUATION

Blessed Sacrament will committee to encourage and support all participants to meet their short and long terms goals and health needs that could improve by eating healthier and exercise. Blessed Sacrament will take 3 steps (before, mid terms and after) to make sure all and everyone interests are met.

1-step, take a "before" survey from each participant, surveys will help us to identify each participant needs and goals, it also will help us to better help them.

2-step, mid term survey to make sure each participant is getting closer to their goal.

3-step, final survey to see every participant results.

RESULTS

Blessed Sacrament will educate all participants on the importance of a healthy eating and how to continue eating healthy even when they don't have the time to plan and cook. Participants will also be educated on how to stay active and how this can impact their present and future health.

We believe that there are many people that are missing these type of information and for the same reason, people do not know where of how to make changes on their life style, we are very confident that the most we educate residents of Wyandotte about healthy eating and how to stay active, Wyandotte County will be much healthier.

CRITICAL MILESTONES

Blessed sacrament will implement 5 classes a week, one nutrition and 4 physical activities, by having 5 classes weekly, participants that work morning, evening or home staying parent will have more options to accommodate depending on their convenience timing. Participants will have the opportunity to have access to physical activities and be educated on how to eat healthy at NO cost.

Blessed Sacrament will provide a clean, safe and very spacious gymnasium and cafeteria for participants to come and enjoy the class.

KEY PARTNERS

Since Blessed Sacrament at the present do not have any other key partner to continue promoting healthy Wyandotte, Hollywood Casino funds will play the number one role in our program/project. For the last 2½ years, Blessed Sacrament was awarded with 2 mini-grant from Latino Health for all Coalition, which at the moment was the only resource we had to implement and support the program/project. After those funds were used, participants were asked to donate \$1 per class, the challenges that we been facing is that many participant have expressed that it's difficult to pay/donate \$1 per class due to their economic situation.

PAST RESULTS

Blessed Sacrament started the physical and nutrition classes back in Sept 2011, with an average of 30 participants each class, out of this number, 70% expressed a significant improve/change in their health which had impacted their life overall, while the other 30% expressed how much they learned about eating and cooking healthy and how happy they were to have much more knowledge on how to prevent cardiovascular disease by eating healthier and exercise on a regular basis. To mention some specifics, some participants were taken off their cholesterol and blood pressure medication due to not needed any longer.

SUSTAINABILITY

Currently there are no other resources other than ask participants for a donation of \$1 per class, we are also waiting to see if the "Latino health for all Coalition" will open another opportunity to submit mini-grants proposal.

Unified Government – Hollywood Casino Grant Application

Organization:

Young Mens Christian Association Of Greater Kansas City

Address: 3100 Broadway, Ste. 1020
Kansas City, MO 64111

Website: <http://www.KansasCityYmca.org>

Amount Requested: \$36,828.00

Program Name: **Racial and Ethnic Approaches to
Community Health**

PROJECT/PROGRAM DESCRIPTION

Funding will be utilized to continue the YMCA's Racial and Ethnic Approaches to Community Health (REACH) work in 2014-15. REACH began with grant funding from the Centers for Disease Control and Prevention in March 2012 to help improve health outcomes around nutrition and physical activity for primarily Hispanic/Latino and African American residents of Wyandotte County. The CDC funding will be completed expended by September 2014. With funding from the Unified Government/Hollywood Casino Grant fund, we can continue our work into 2015.

Specifically, the funding will be utilized for the strategy of REACH focused on ensuring low-income Hispanic/Latino and African American residents of Wyandotte County have access to evidence based lifestyle programs that include improved nutrition and increased physical activity as outcomes. This includes making sure that low-income residents, communities of color and un/under-insured residents of Wyandotte have access to the following programs; Salsa, Sabor y Salud; YMCA Diabetes Prevention Program and Y Weight.

Salsa, Sabor y Salud was developed to improve awareness of habits leading to better nutrition and increased physical activity for Latino families with children 12 and younger. Families participate actively in a series of 6-8 sessions that reinforce the importance of achieving "energy balance" through healthier food choices and increased levels of physical activity. More than 600 individuals participated in 2013 at two Wyandotte County locations. We will add additional sessions in 2014-15, with the goal of serving 1,000 people in 12 months.

YMCA Diabetes Prevention Program - An evidence based lifestyle intervention program, this year-long lifestyle intervention program helps adults with pre-diabetes reduce their body weight by 5-7% and work up to 150 minutes of physical activity per week. Funding would support 20 underserved individuals (2 cohorts) to participate in the year-long program.

Y Weight - a program that uses an evidence-based curriculum targeting any adult that wants to lose weight offered weekly. Registered dietitians deliver the curriculum. This program is typically available to YMCA members (or to

non-members for a daily rate). Funding would allow for 200 underserved individuals to participate in a community-based Y Weight cohort at no charge.

CLIENT INFORMATION

The target population is un/under-insured population of Wyandotte County, with a particular focus on Hispanic/Latino and African American residents, who according to the CDC are at higher risk for chronic diseases and other poor health outcomes.

Wyandotte County's large Latino and African American populations experience a higher than average disease burden, including being disproportionately affected by type 2 diabetes, obesity, asthma and other health conditions.

In 2011, the Latino Health for All Coalition found that Latinos in Wyandotte County have significantly less health care coverage, are more likely to be overweight and exercise less.

Focus groups of participants from the Wyandotte Health Community Needs Assessment noted that residents have limited access to public and safe places to recreate and to affordable wellness activities and programs.

Salsa, Sabor y Salud is delivered completely in Spanish by a bilingual YMCA staff. All materials are translated and are culturally sensitive. We will serve 1,000 annually.

Y Weight is a program targeting individuals at risk for obesity and those that want to lose weight. The materials are being translated into Spanish and the program is delivered by a registered dietician with the help of a bilingual translator. We intend to serve 200 individuals that are un/under insured.

YMCA Diabetes Prevention Program - We intend to serve at least 20 (2 cohorts) in this program.

We will engage community partners (UGPHD, Community Health Council, etc) to develop effective referral processes and offer program locations that increase access to the un and under insured.

FUND ALIGNMENT

As acknowledged by the Prevention Institute in their publication *Healthy Eating & Physical Activity: Addressing Inequities in Urban Environments*, strategies that address the outcome measures of nutrition and physical activity work in coordination with one another and are hard to separate.

Through community level, and specific targeted interventions, the Y can help the HCW coalition implement a coordinated and complimentary group of goals and strategies to improve Wyandotte County's outcomes around nutrition and physical activity.

The strategies that we are focusing on for this proposal support the Social Services and Health/Recreation goals of the Strategic Plan and the HCW Action Plans. The programs we have identified are offered at no charge to Wyandotte County residents that are economically disadvantaged. The programs help un/underinsured residents gain knowledge about lifestyle behaviors around nutrition and physical activity that will help them reduce their chances of developing chronic diseases, or better manage chronic disease and minimize complications from those that they do have. Through the work we have started from the CDC funded REACH grant, we are pursuing collaborations with community partners to develop even more referral pathways to these programs.

This project leverages federal and local funding, including CDC funding (that will be expended by Sept. 2014, and the Prime Health Foundation which has committed to funding Salsa, Sabor y Salud in 2014.

RESULTS EVALUATION

Salsa, Sabor y Salud-

-Increased knowledge about good nutrition and the importance of physical activity

Measures - The YMCA uses pre/post test that parents complete about their family's behaviors. Participants are also asked to self-report on their behaviors. Attitudes and behavior change is measured by change in survey responses at beginning and end of the program.

YMCA Diabetes Prevention Program

- Decrease body weight by 5-7%

- Increased participation in physical activity

Measures-We will use food and activity logs, collection of information (weight) and attendance is collected regularly and entered into a database called MyNetico that is administered by a third party evaluator. We also capture baseline readiness for change information with pre-surveys.

Y Weight- Desired outcomes are the same as YMCA Diabetes Prevention Program, however MyNetitico is not utilized with Y Weight. Registered Dietitians will track attendance and weigh participants each week and record it. Participants will track and self-report their levels of physical activity.

RESULTS

Salsa, Sabor y Salud-

Indicators

- Amount of daily exercise for adults and children

- Belief that the program has impacted family behaviors around nutrition and physical activity

- amount of water/sugary drinks consumed, minutes of physical activity, amount of screen time, # of servings of fruits/vegetables

YMCA Diabetes Prevention Program

- Weight Loss

- Amount of Physical Activity per week (minutes)

- Results of Readiness for Change survey

Y Weight

- Weight Loss

- Amount of physical activity

- participation

CRITICAL MILESTONES

Our approach is to:

- 1) ensure that we are making our behavior change programs accessible, in terms of location (whether they be at a YMCA, a local employer or a community setting) and work to identify and build effective referral pathways to engaging individuals that are underserved.

- 2) ensure that we are identifying individuals that are ready for change. We have developed our programs guided by health behavior theory, which purports that people who are "ready for change" will be the most successful in changing their health behaviors.

The staff that are administering these programs are trained in motivational interviewing techniques as well as the basic concepts of health behavior theory. All three of these programs include group sessions facilitated by a trained staff person that delivers knowledge about topics in nutrition and physical activity and encourages discussion and sharing. Participants are encouraged to engage in behaviors (healthy eating and physical activity) outside of the group session and report on their progress to the group each meeting. The facilitators follow up with participants as needed in between sessions and provide encouragement and support.

KEY PARTNERS

The YMCA of the USA is our national organization that provides technical assistance, online community support and training on program fidelity and program markers for national initiatives like the REACH work, and YMCA Diabetes Prevention Program.

Monica Mendez serves as the Community Coach for the REACH effort and is therefore directly involved in creating and implementing the strategies that are part of our REACH work. She is a Community Mobilizer at the University of Kansas Work Group for Community Health and Development (KU Work Group). This entity has decades of experience in extending the knowledge base of what works in creating conditions for improved outcomes and greater equity.

The Latino Health for All Coalition- They have three focus areas including healthy eating, physical activity and access to preventative screening. Monica Mendez chairs the physical activity committee for LHFA. They are also a recruitment source and partner for Salsa, Sabor y Salud.

We have had discussions with the Unified Government/Public Health Department and the Community Health Council of Wyandotte County and MidAmerica Regional Council about convening as part of an advisory committee to ensure that there are effective pathways for identifying underserved eligible individuals for programs like YMCA Diabetes Prevention Program as well as converting those who are referred into the program into program enrollments. They have written letters of support committing to participating in these discussions.

PAST RESULTS

In 2011, the YMCA received a Pioneering Healthier Communities grant (CDC funding) for Wyandotte County. PHC addressed the childhood obesity epidemic through policy and environmental changes with implications for communities., This grant allowed the YMCA to work very closely with the UG PHD as the Healthier Communities Wyandotte Action Plan was created and eventually the steering committees from PHC and HCW merged. As a result of this work, USD 500 changed its milk policy to reduce the amount of sugar and calories being consumed by schoolchildren.

The YMCA has been delivering Salsa, Sabor y Salud to more than 500 individuals per year since 2012. The past year, 80% of participants have increased the amounts of physical activity that their family engages in, and the number of fruits and vegetables they consume. In 2014, we are adding new program sites at Waterstone Apartments, a primarily low-income housing community in Wyandotte County and we anticipate adding other sites as well.

Y Weight was launched at the 8th Street YMCA in February 2014 and quickly grew from 6 to 21 participants, particularly due to offering the program in Spanish with the help of a translator.

YMCA Diabetes Prevention Program will launch locally in mid-2014, however our Y has been planning for this program for over a year. Currently there are 100 YMCA communities across the country delivering the program, with over 14,000 participants and the average weight loss across the country is 4.9%. Approximately 25% of the participants nationwide are underserved individuals.

SUSTAINABILITY

The YMCA has invested in hiring a Healthy Communities Initiative Coordinator. This individual is charged with continuing the work that was started with the REACH grant, identifying barriers to health among underserved communities and working to remove them. He is also cultivating partnerships that will lead to effective referral pathways to YMCA programs that support larger community health initiatives. We are leveraging funding from the REACH grant that lasts through Sept. 2014 and supports the Healthy Initiatives Coordinator. We secured \$25,000 from the Prime Health Foundation that supports our Salsa, Sabor y Salud grant throughout the metropolitan area (including Wyandotte County) that lasts through 2014. We have applied for funding from the United Way of Wyandotte County that would support financial assistance/scholarships for Wyandotte County residents wanting to become YMCA members and have access to the listed programs.

Unified Government – Hollywood Casino Grant Application

Organization:

Young Women on the Move

Address: 10940 Parallel Parkway, Suite K-180
Kansas City, KS 66109

Website: <http://www.youngwomenonthemove.org>

Amount Requested: \$50,000.00

Program Name: **Young Women on the Move Youth
Advocates for a Healthy KCK**

PROJECT/PROGRAM DESCRIPTION

The purpose of Young Women on the Move's Youth Advocates for a Healthy KCK initiative is to engage multi-ethnic, adolescent youth in challenge-based learning activities to identify and then reduce barriers to affordable healthy food and active living that plague their Wyandotte County community. This request will be used to fund key staff positions essential to the success of the initiative and to assist with transportation costs that pose a significant barrier to participating urban core youth and their families. The YWOM Youth Advocates for a Healthy KCK initiative will engage 50 teen girls, all at-risk inhabitants of the urban core, in training to lead a gardening, healthy cooking and active living outreach program to families and peers. Their families and community residents will be recruited to participate in the YWOM community garden, healthy cooking and active living programs. The cumulative outcome of these interventions will be 50 KCK teens modeling, teaching and advocating for healthier families and community.

The project will incorporate evidence-based models for youth development and healthy, active living. Guided by professional volunteers, YWOM members will create a strategic communications plan as part of the challenge-based model of learning. YWOM members will document their progress with a variety of communication channels and broadcast their work to peers, families, and the wider world.

YWOM serves adolescent girls in Kansas City, KS, designated by the Robert Wood Johnson Foundation a food desert with one of the poorest health rankings of all 105 Kansas counties. These youth are intimately familiar with food insecurity, obstacles to healthy, active living, and scarcity of basic resources. A collaborative effort of diverse community partners will assist these youth in development of a community garden, a culinary program to focus on healthy cooking and self-sufficiency, and active living programs. Upon successful implementation of this initiative, members of Kansas City, KS most vulnerable population will demonstrate the will to bring about personal and community change for a healthier, more equitable environment.

CLIENT INFORMATION

During the current 2013-2014 school year, YWOM is serving 50 girls from KCK public schools - Sumner High, Schlagle High, Harmon High, Washington High, Wyandotte High, Argentine Middle, Central Middle, Northwest Middle and Eisenhower Middle Schools. Ninety-five percent of students in this school district receive free lunch. Many KCK youth live with low expectations and with limited knowledge of what it takes to be healthy as an

individual, family and community. They live in families who are surviving the best they can with the meager resources they have. The dynamics of culture, race, economic and health disparities create huge challenges that require critical thinking skills, strong personal motivation, discipline and planning. A diverse staff and volunteers are trained to deliver evidence-based and culturally sensitive programming to teach skills that bridge their ethnic, racial, cultural, and geographical differences, and introduce them to healthier lifestyle alternatives.

The demographic of YWOM members is: 50% Black, 40% Hispanic, 5% White, 2% Asian, 3% Native American. Sixty percent of the Hispanic members' parents do not speak English. Sixty percent of YWOM member live in female-headed households. All represented families are living below the poverty index. Food insecurity and limited access to affordable healthy foods have resulted in lack of exposure to a variety of fresh fruits and vegetables. A majority of members do not engage in regular fitness activities.

Seventy-five percent of members are enrolled in Medicaid; twenty percent have no insurance and 5% have private insurance.

FUND ALIGNMENT

The 2011 Recommendations for a Better Future outlines the County's community health plan in five major strategy areas -- nutrition, infrastructure, education, health services, and communications. YWOM will support these efforts by creating a sustainable model that empowers youth with knowledge, skills, and motivation to advocate for behavioral and community systems change. When fully engaged, youth will have the capacity to penetrate many of the communication barriers that impact the County's most vulnerable citizens.

Since 2005, 100% of YWOM members have graduated high school. Individual and group life coaching and mentoring are keys to increasing skills in goal setting, social relationships, academic success, and career preparation.

YWOM Youth Advocates will improve County infrastructure as they create a sustainable community garden, distribute vegetables to families and food pantries, and develop a business plan to sell at Farmers Markets. Their efforts expand youth and families' physical activity options through their planned activities for the community, including serving as youth mentors for Girls on the Run in Fall 2014 with its intended expansion into KCK School District elementary and middle schools.

The YWOM Healthy Cooking School will teach affordable, nutritious ways to prepare food and lower barriers to utilizing healthy foods in everyday cooking. YWOM will introduce to the community CREATION Health, a proven holistic wellness program from Adventist Health Systems. (Choice, Rest, Activity, Trust, Interpersonal Relationships, Outlook, Nutrition)

The challenge-based learning project designed by Apple Education will result in implementation of a strategic communications plan using the W.K. Kellogg Foundation's model.

RESULTS EVALUATION

Pre/post surveys will measure improvement to create a community environment that encourages healthy choices, and whether all outcomes measures are increased or improved compared to the baseline measurements. The survey tools will measure our effectiveness in reaching the following goals:

- 50 YWOM members will demonstrate increased leadership and advocacy skill
- Participants/families will experience 50% improved access to fresh vegetables through community gardening
- Participants/families will experience 50% increased knowledge and skills to prepare healthy, economical, home-prepared foods
- Participants will experience 25% increase in ability to maintain an active lifestyle
- 1000 YWOM Healthy Living Cookbooks will be distributed to families in Wyandotte County
- 75% of YWOM members participate in minimum of two youth advocacy efforts to address policies, practices and systems that are critical to improving health and equity outcomes in Wyandotte County

The challenge-based learning projects will be measured with tools that will include online data gathering, such as traffic to the website, Facebook likes, twitter followers. Additional tools will be electronic, paper and face-to-face surveys. The challenge-based learning model's implementation will be measured according to guidelines of Apple Education, creator of this model.

See <http://images.apple.com/education/docs/teachers/Apple-ChallengedBasedLearning.pdf>

RESULTS

Leadership and advocacy skills will be measured by team participation and successful completion of designated projects, ability to meet requirements for youth mentoring, and pre/post evaluations in sessions with life coaches.

Participants and families' increased consumption of fresh vegetables will be self-reported by participants in pre/post surveys.

Participants and families will self-report in pre and post surveys their increase in knowledge of nutrition and healthy meal preparation.

Participants and families will self-report in pre and post surveys their improved ability to maintain a more active lifestyle.

Participants in the President's Fitness Challenge will demonstrate improvement in fitness through pre and post evaluations as designed by the Fitness Challenge.

The successful distribution of 1000 Healthy Living Cookbooks will be measured by the actual quantity of books distributed.

The challenge-based learning projects will include evaluation tools recommended by Apple Education, creator of the model. The projects will require observation and participation in several advocacy efforts. Participants will observe the work of Healthy Community Wyandotte Action Teams as well as other groups such as Connect the Dottes for A Better KCK. We will encourage them to observe proceedings of the Unified Government commissioners. We will seek invitations to have the Youth Advocates make presentations to these community improvement groups. Indicators of success will be attendance and actual participation in these efforts.

CRITICAL MILESTONES

The 4-H Toolkit - Empowering Youth to End Hunger in Their Communities <http://www.4-h.org> will guide activities related to food insecurity. YWOM participants will engage in hunger awareness and advocacy projects designed to mobilize youth to create change through education, communications, and participation in community efforts to develop and implement policy and legislation. We also will use a national 4-H recommended tool for planning community gardens. [Community_Garden_Best_Practices_Toolkit.pdf](#)

Cooking Matters (www.nokidhungry.org, www.cookingmatters.org) is a six-week curriculum designed by Share Our Strength that contributes national instructional support, training, and evaluation. NoKidHungry national campaign connects kids in need with nutritious food and teaches their families how to cook healthy, affordable meals, shop smarter and use nutrition information to make healthier choices.

CREATION Health is a proven wellness program developed by and used worldwide by the Adventist Health System, the nations' largest, nonprofit, faith-based health care system in the United States. The wellness program focuses on eight universal principles of health: choice, rest, environment, activity, trust, interpersonal relationships, outlook, and nutrition. The program has a long, proven history of wellness and longevity, worldwide. The focus is on helping people make simple changes in their lives to stay healthy, and live longer well into their later years. Wellness professionals will conduct pre and post fitness evaluations of youth and adults who choose to participate in the

President's Fitness Challenge. They will help to deliver quarterly programs on CREATION Health for youth, parents and greater community.

KEY PARTNERS

1. Bethel Presbyterian Church provides space for YWOM offices and programs, provides generous use of the building, land and water for the garden, and the 25-passenger bus, also maintained by the church.
2. A local social services contract agency, delivers prevention/intervention services to our members and families.
3. Alpha Kappa Alpha members are mentoring YWOM members, assisting with the garden project and delivering Emerging Young Leaders - EYL, a leadership program for adolescent girls that is part of AKA's international agenda.
4. Kansas State Extension, Wyandotte County, lends staff and program resources to help YWOM deliver quality, evidence-based programs in gardening, healthy cooking and food preservation.
5. Shawnee Mission Medical Center in Overland Park, KS is a member of the Adventist Health System that is known worldwide for its emphasis on holistic health -- mind, body, and spirit, is committed to training YWOM staff, volunteers and girls in the CREATION Health wellness program.
6. El Centro, Inc. partners with YWOM to recruit girls from the Hispanic community to join YWOM, and to create a teen version of El Centro's Salud Promotora program.
7. KC Community Gardens (KCGC) provides complementary guidance and raised beds, plant materials, and topsoil at reduced prices.
8. Erin Laurie, MS, RD, LD, is contributing time and expertise through Nutra-net to teach Cooking Matters. Members of the KC Chefs Association will volunteer time to teach.
9. Kansas City, KS USD 500 is a key partner in YWOM's delivery of in-school and after-school programs.

PAST RESULTS

This past year, YWOM introduced challenge-based learning projects to address the growing number of families in Wyandotte County who are food insecure. The projects resulted in creation of a garden and a hunger awareness campaign in girls' schools and included community service at a local food bank and a food drive. These experiences gave YWOM members a profound realization that they can make a difference and a growing sense of pride and self-respect as they learned to deal with their own immediate issues of food insecurity while working on the problem from a larger, community perspective.

The YWOM Health Advocate program is underway in collaboration with El Centro's Children's Academy. Once a month, Erin Laurie, MS, RD, LD, leads YWOM girls in a nutrition activity that includes preparation of healthy snacks and the presentation of nutrition focused activity for the children at the Academy.

All staff, volunteers and YWOM members are participating in the Walk Kansas competition with full commitments to walk the equivalent of 423 miles across, 846 miles across and back, or 1,200 miles around Kansas between March 16-May 2, 2014.

The retention rate of members from year to year is very high at 75%, high for urban youth programs. Since 2005 the pregnancy rate of YWOM members has been negligible while teen pregnancy in Kansas is 84/1000, four times the national rate.

SUSTAINABILITY

This initiative is the focus of YWOM's future. It will position YWOM to work with other advocacy partners at the community and state level. We are committed to producing effective, measureable outcomes that will continue to justify future funding from all funding sources. This request will provide resources to significantly expand capacity to serve more youth and families. The expansion plan includes a train-the-trainer initiative to assist community and faith-based organizations in development of the proposed evidence-based healthy lifestyles curricula within their programs.

Other income sources include: the Ultch Family Foundation, Oppenstein Foundation, Connect the Dottes Coalition. Corporate gifts have been secured from Sam's Club, Legends Auto Mall. Shawnee Mission Medical Center. The KC Labor Union Councils have pledged their financial support and in-kind labor. The Elsberry Foundation is leading efforts to form an honorary advisory board to raise major gifts. One hundred percent of the Board of Directors contributes to the organization. YWOM benefits from generous in-kind support. Volunteers donated more than 1,200 hours in 2013. These services include: bookkeeping and accounting, registered nurse, licensed social worker, registered dietitian, bus drivers, life coaches. Bethel Presbyterian Church provides garden space, its 25-passenger bus and all maintenance and repairs. US Foods, wholesale food distributor, contributes generous amounts of frozen foods and paper supplies. Liberty Fruit contributes fresh produce for use in healthy snacks and special events. K-State Extension will contribute time of their 4-H garden specialist for the year, and in-kind materials and supplies through a grant from the USDA.