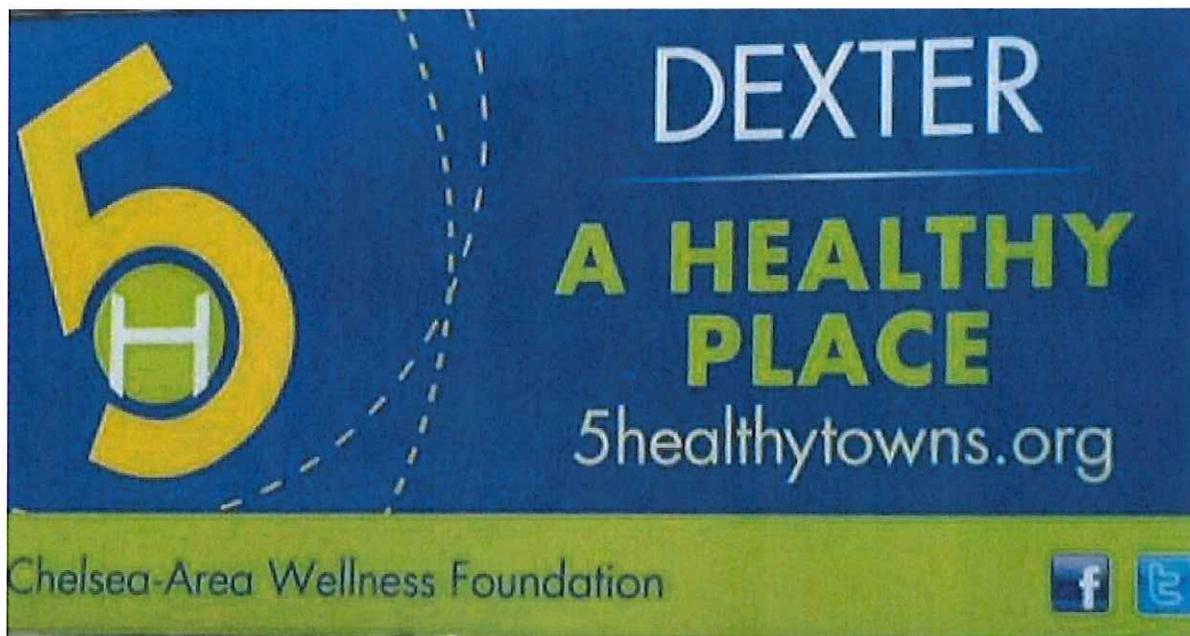


Dexter Community Wellness Initiative

2012-13 Comprehensive Community Wellness Plan



Proposal to the
Chelsea Area Wellness Foundation

November 26, 2012

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Overview

The Dexter Community Wellness Initiative is a coalition of Dexter, Michigan community leaders and residents who have come together to make a positive and proactive impact on its community's health and wellness. In 2011, the Coalition gathered to develop a long term wellness plan that would satisfy the health needs of the community. Led by two community leaders, called "Co-Motivators," the coalition reviewed available health data and benchmarks for successful programs, analyzed current service needs, and discussed actionable items that would fit Dexter's health profile. In this report to the Chelsea Area Wellness Foundation, the coalition is presenting 21 specific health program recommendations. These interventions will impact the health status of Dexter residents and families for years to come.

One year into the planning, the coalition was forced to ask an important question:

"Can only a few represent the opinions and needs of the many?"

The answer to that question was a **call to action**, and Dexter residents responded. In 2012, the vitality of the coalition was renewed with broader membership, representing many areas of interest, advocacy and specialized programming. The coalition divided into four focus area subcommittees, and each subgroup worked diligently to discuss issues of importance to the Dexter community. Those four substantive areas are:

1. **Eat Better** – focused on sound nutrition principles, farm and whole foods, to lay a foundation for weight management programs in the future
2. **Move More** – focused on fitness for life
3. **Avoid Unhealthy Substances** – focused on tobacco use, alcohol usage and prescription and non-prescription medication use and abuse
4. **Connect With Others in Healthy Ways** – focused on ways to reach out and bring Dexter residents and families together to pursue healthy activities and promote greater life satisfaction through positive relationships.

At this point in the planning process, we cannot forget the events and news headlines of March 15, 2012 and how they impacted us as individuals, families and as a community:

(AP) DEXTER, Mich. - A tornado ripped through a rural southeastern Michigan community Thursday, damaging or demolishing more than 100 homes, downing trees and power lines, sparking fires and flooding neighborhood roads.

The slow-moving storm was part of a system packing large hail, heavy rain and high winds. The touchdown was reported in the Dexter and Pinckney areas northwest of Ann Arbor, said Marc Breckenridge, director of Emergency Management for Washtenaw County.

What we learned in the days, weeks and months after the March 15th storm was that Dexter does not operate as an island; we realized that we are closely connected to the communities that surround us, and that when faced with the emergent needs of our citizens, we will join together and be successful. The Donation Center established immediate and tangible help to our residents, raising more than \$ 300,000 and collecting many donated items. The incredible community support has helped in our healing process. As we continue to heal and rebuild Dexter, our efforts to connect and stay connected will be strengthened.

The Dexter Wellness Coalition has moved the wellness agenda forward while the community continues to heal from the impact of the tornado. The coalition is currently comprised of community leaders and residents whose demonstrated commitment is to helping the families of Dexter practice healthy lifestyles. Their goal is to create and support a healthy community culture so that residents can execute healthy choices and behaviors more easily.

Thank you to the following individuals whose time and dedication helped to launch the Dexter Community Wellness Initiative.

**Dexter Wellness Coalition Membership
2011-2012**

Sue Amsdill – Resident
Shirley Bitters – Resident
Allison Bishop – Community Development Director, Village of Dexter
Lisa Carolin – Resident
Dan Chapman – Director of Dexter Senior Center
Larry Cobler – Healthy Kids, Healthy Michigan; President of Dexter Board of Education
Paul Cousins – Village Council Member
Donna Dettling - Village Manager
Richard Duffy – Resident
Max Finkbeiner – Bike Advocate
Abby Goldberg – Chamber of Commerce President
Jeremy Hannich – Youth Pastor at United Methodist Church
Theresa Herrlinger – Resident
Aileen Kernohan – School Nurse
Melissa Kesterson – Community Garden
Rich Lewandowski – Resident
Mary Marshall – Dexter Schools Superintendent
Paul McCann - Dexter District Library, Director
Mike Nugent – Resident
Mark D. Olexa – Knights of Columbus
Anita Tuneff – Resident
Sara Simmerman – Dexter Schools Director of Nutrition

II. Identified Community Needs, Gaps in Resources and Services

Our Community Description

Dexter is a small rural community located in Western Washtenaw County. The majority of the village is in the northwest corner of [Scio Township](#) with a small portion (approximately 200 homes) in [Webster Township](#). According to data released from the 2010 Census, both the Village of Dexter as well as Dexter Township saw an increase in population since the 2000 Census.

Population Increase: Dexter Village is ranked at No. 1 in the state among cities and villages with an increase of about 75 percent. Dexter went from 2,338 residents in 2000 to 4,067 in 2010. Dexter Township also saw a 14.7 percent increase in population, from 5,267 residents in 2000 to 6,042 in 2010.

School District Population: There are approximately 3,566 school age youth K-12 registered in the Dexter Community Schools. Dexter Community Schools employ about 400 people.

Housing: Houses: 1,093 (1,007 occupied: 621 owner occupied, 386 renter occupied). The number of occupied homes also increased from 1,013 to 1,590. The overall percentage of vacant homes decreased from 8.4 percent to 6.7 percent.

- Housing density: 578 houses/condos per square mile
- Median household income for houses/condos with a mortgage: \$82,500
- Median household income for apartments without a mortgage: \$39,044
- Median monthly housing costs: \$1,498

Our Community Health Needs

The Dexter Wellness Coalition reviewed and analyzed two reports which are key documents in summarizing the health needs and health indicators in our community; the Michigan Profile for Healthy Youth (MiPHY) 2010 Health Survey and the Washtenaw County Health Improvement Plan (HIP.)

Both HIP (for Western Washtenaw County) and MiPHY (for Dexter specifically) identified positive health indicators and areas for improvement in the health status of Dexter residents.

Overall, the data suggest these trends and content areas as our highest priority:

- Increasing trend in Overweight and Obese adults
- Decreasing trend in adult fruit/vegetable consumption
- Both Adults and youth not getting recommended amounts of physical activity
- Mixed news on Substance Abuse – drinking is down; smoking remains high among adults
- Mental health a concern for both teens and adults

Special Note: The Dexter Wellness Coalition plans to further identify and develop two important interventions later in Year 1, for introduction and funding in Year 2. The first intervention for **Depression Awareness** will address life satisfaction, emotional and mental issues impacting mobility and isolation, teen suicide and bullying. The second intervention will focus on a more comprehensive approach to collaborating with the **Cedars of Dexter** to bring wellness interventions to the older adult residents of the retirement community. Although these two important areas of intervention were not recommended in this plan, the Coalition strongly believes they remain a high priority to explore in the coming months.

At its November 2012 meeting, the Coalition concluded its discussion of their recommendations by conducting a final review process. This process focused on preliminary feedback from the Chelsea Wellness Foundation, and new discussion of sustainability of each intervention in 2014 and beyond. The Coalition voted to keep SRSLY fully funded as a priority one intervention, and other programs as follows:

Dexter Coalition – Identified Priorities

Highest Priority Year 1	2 nd Priority Year 1	For Exploration in Year 2
<ul style="list-style-type: none"> ▪ Walking and biking recommendations to tie in with SRTS Program. ▪ Exercise at Dexter Events ▪ Dexter Schools Staff Exercise Program ▪ Farm to School and Community Garden ▪ Health Shopping and Health Cooking ▪ Red Barrel Prescription Drug Program* ▪ SRSLY Youth Program* ▪ Community Read* ▪ Overall Wellness Outreach and Marketing Initiative 	<ul style="list-style-type: none"> ▪ Bouldering ▪ Gorilla Yoga ▪ Injury Prevention 	<ul style="list-style-type: none"> ▪ Continuation of Programs with high participation and high satisfaction ▪ Modification of high priority programs with modest impact ▪ Depression Awareness ▪ Wellness at Cedars of Dexter ▪ Business to business outreach – Wellness Champions ▪ Coordinated EB/MM interventions focused on weight and obesity

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- *Intervention was funded in 2012*

Overall, our positive and negative health indicators can be summarized as follows:

Health Outcomes, Behaviors and Risk Factor Rates 2010 HIP Report	Dexter Western Washtenaw	County	Ann Arbor	Ypsilanti
Health Outcomes				
Overweight/obese adults per BMI	63%	57%	50%	67%
Overweight/obese children per BMI	39%	16%	11%	21%
Hypertension	22%	21%	17%	28%
High Cholesterol	23%	27%	23%	33%
Days/Months poor physical or mental health	6.4	4.1	3.7	3.4
Physical Activity				
No physical activity	21%	24%	18%	36%
Days per week of 30+ minutes moderate physical activity	4.1	4.0	4.1	3.8
Adult screen time 2+ hours/day	32%	27%	15%	44%
Children with more than 2 hrs of electronic engagement per day	32%	27%	15%	44%
Child never walks to school	94%	82%	82%	70%
Children get 60 minutes of exercise 5 or more days per week	69%	60%	44%	71%
Disagree with: there are walking areas in neighborhood	49%	22%	9%	20%
Disagree with: There is easy access to walking destinations	79%	50%	40%	49%
Healthy Eating				
Not enough food to eat	9%	4%	1%	6%
Adults – Consume less than 5 servings fruits & vegs/day	92%	82%	77%	86%
Children – No. of servings fruits and vegs/day	3.9	3.3	3.5	2.8
Eat fast food more than once per week	24%	35%	33%	48%
At least one meal eaten as a household every day	47%	40%	39%	35%
Live greater than 1 mile from grocery store	94%	71%	60%	75%
Unhealthy Substances				
Binge drank in past month	15%	13%	16%	10%
Smoke every day (of those who smoked 100+ cigarettes in lifetime)	56%	33%	27%	34%

Trying to quit smoking	74%	75%	85%	62%
Misuse of prescription drugs	2%	9%	13%	8%

2010 Michigan Profile for Healthy Youth (MiPhy) Data for Dexter Community Schools

	Positive Health Indicators	Health Indicators Indicated as Areas for Improvement
2010 MiPhy	<ul style="list-style-type: none"> • 74% of Dexter teens play on a team sport • More than 91% of Dexter teens feel safe at school. 	<ul style="list-style-type: none"> • Less than half of Dexter teens eat enough fruits and vegetables • Only 25% of youth drink enough milk. • More than 1/3 of Dexter teens are not meeting recommendations for physical activity • Slightly more than 1 in 5 youth consider themselves overweight; but twice as many are trying to lose weight • 7 of 10 Dexter High School students say alcohol is easy to get • 36% of Dexter 7th graders report being bullied at school

Our Community Outreach and Evaluation Strategy

The Dexter Wellness Coalition’s ultimate goal is to create a culture of wellness in Dexter and help individuals, families, organizations and businesses promote healthy lifestyle choices for all constituencies (residents, students, employees, members). Overall, we will evaluate the effectiveness of our proposed interventions on an ongoing basis by looking at participation, effectiveness of communications in reaching our targeted audiences, and over time, to consider the programmatic impact on HIP and MiPHY data reports. Other health indices can be evaluated on an intervention – by – intervention basis as participants report program satisfaction and appropriate changes in personal health habits.

In Year 1, our *Move More Strategies* support exercise indoors at the newly planned Wellness Center, outdoor exercise through the promotion of walks, biking and walking paths, and innovative programs like Boulderling, Injury Prevention and Gorilla Yoga.

In Year 1, our *Eat Better Strategies* support our focus on fresh and local produce, healthy shopping, family meal preparation, and cooking and life skills classes incorporating safe cooking and healthy recipes. In Year 2, our interventions will be broadened to focus more specifically on weight loss goals and interventions, tied in strategically with our Move More programmatic areas.

In Year 1, our *Avoid Unhealthy Substances* strategy is focused on our youth with the introduction of the nationally acclaimed SRSLY program. In addition, our Red Barrel intervention will assist residents to

dispose of prescription and non-prescription medications safely, thereby limiting unwanted or dangerous availability of drugs in the home. In Year 2 and beyond, the Coalition will consider a more coordinated approach for smoking and tobacco related products.

In Year 1, our *Connect With Others* strategy is prioritizing strategic marketing and communications as a key activity. Our plan will lay the foundation for appropriate data collection, and allow us to capitalize on our outreach to all target populations. Some program advertising/marketing funds have been transferred from specific interventions to the Strategic Marketing Intervention to maximize our advertising budget and allow for a coordinated and effective approach to promoting all programs. Our Community Read intervention will bring residents together for meaningful dialogue on wellness topics. In year 2, our Connect With Others strategy will expand its focus on innovative programs like Business-To-Business outreach efforts to Dexter businesses, inviting them to participate and take a leadership role to promote health among their employee population; and to a more thoughtful approach to depression-related issues.

Section III: Proposed Plan for 4 Focus Areas – Budget & Collaboration Summary

This table summarizes 21 programmatic interventions, requested funds, and oversight organizations.

Intervention	Budget Request	Oversight/Management
MM#1 – Dexter Wellness Walks	\$1000	Village of Dexter
MM#2 – Walking Maps for Dexter	\$2000	Village of Dexter
MM#3 – Safe Routes to School	\$23,000	Chelsea Wellness Foundation
MM#4 – Bike Lending Program	\$7,750	Village of Dexter
MM#5 – Rural Bike Safety Education	\$13,000	Village of Dexter
MM#6 – Dexter Bike Racks	\$1,750	Village of Dexter
MM#7 – Boulderding Dexter Village Park	\$9,500	Village of Dexter
MM#8 – Dexter Schools Staff Exercise*	\$17,280	Dexter Community Schools
MM#9 – Injury Prevention Programs	\$ -0-	Dexter Chamber of Commerce
MM#10 – Gorilla Yoga	\$ -0-	Dexter Chamber of Commerce
MM#11 – Exercise at Dexter Events	\$ -0-	Dexter Chamber of Commerce
EB #13 – Nutrition Education Life Skills	\$1500	Dexter Community Schools
EB#14 – Dexter Cooks for Kids	\$2700	DCS – Community Education
EB#15 – Dexter Cooks for Adults	\$1800	DCS – Community Education
EB#16 – Farm Market/Community Garden	\$4100	Village of Dexter
EB#17 – Farm to School Coordinator	\$29,000*	Chelsea Wellness Foundation
EB#18 – Healthy Shopping	\$2492	Chelsea Wellness Foundation
SUB#19 – SRSLY National Program	\$42,555	Chelsea Community Hospital
SUB#20 – Red Barrel Program	\$2000	Chelsea Community Hospital
CWO#21– Community Read	\$4250	Dexter District Library/CWF
CWO#22 – Wellness Marketing and Communications Strategy – Outreach	\$6,335	Dexter District Library/CWF

**Note: The budget item is dependent on further review and decision on Oversight Organization.*

Section IV. Proposed Programs - Individual Interventions Summary

The following 11 individual program interventions are

Recommended for **MOVE MORE**

- 1. Dexter Wellness Walks** – Promoting monthly community walks for all ages will support active lifestyles and target indicators for lack of exercise and obesity. Walks will initiate from the Dexter Library, and will vary in distance depending on the month. Administrative oversight by the Village of Dexter.
Contact Persons: Abby Goldberg and Larry Cobler
Implementation Date: March 2013
Date Funding Requested: January 2013
- 2. Walking Maps for Dexter** – Walking routes and maps would be created and strategically placed at kiosks around Dexter Village to promote walking and identify new paths in the area. Administrative oversight by Village of Dexter.
Contact Person: Donna Dettling and Paul Cousins
Implementation Date: March 2013
Date Funding Requested: January 2013
- 3. Safe Routes to School Program** – This intervention supports walking and bike riding to school; a joint effort between CAWF, Chelsea Community Schools and Dexter Community Schools. Administrative oversight by Chelsea Area Wellness Foundation.
Contact Person: Kristen Delaney
Implementation Date: September 2012
Date Funding Requested: September 2012
- 4. Bike Lending Program** – Bicycles would be loaned to encourage non-motorized transportation along paths, to nearby shopping areas, and throughout the village. Administrative oversight by Village of Dexter.
Contact Person: Noreen Onesti
Implementation Date: March 2013
Date Funding Requested: January 2013
- 5. Rural Bike Initiative/Bike Safety Education** - This school-based intervention would encourage children to be more active through biking. Administrative oversight by the Village of Dexter.
Contact Person: Noreen Onesti
Implementation Date: 2013
Date Funding Requested: 2013

- 6. Installation of Bike Racks Throughout Dexter** – Purchase bike racks to place at schools and throughout the village to encourage students to bike to school, and residents to increase biking around town. Administrative oversight by Village of Dexter.
Contact Person: Noreen Onesti
Implementation Date: September 2013
Date Funding Requested: March 2013
- 7. Dexter Village Park Bouldering Equipment** – A rock climbing program called bouldering will provide a safe and adventurous fitness activity to residents of all ages. Administrative oversight by Village of Dexter.
Contact Person: Brett Pederson
Implementation Date: March 2014
Date Funding Requested: 2013
- 8. Dexter Schools Staff Exercise Program** - Expand the currently offered bi-weekly exercise program to Dexter Schools staff members to 4 additional school buildings in the district. If program offering cannot be coordinated by volunteers, hire contractual staff to lead exercise efforts. Administrative oversight by Dexter Community Schools.
Contact Person: Brett Pederson
Implementation Date: 2013
Date Funding Requested: 2013
- 9. Injury Prevention Training** – To promote active lifestyles by prevention of injury, this intervention would advertise injury prevention tips at community events where physical activity is a focus. Administrative oversight by Dexter Chamber of Commerce.
Contact Person: Richard Omel
Implementation Date: Spring 2013
Date Funding Requested: Spring 2013
- 10. Gorilla Yoga** – Introduce the Gorilla Yoga movement to Dexter by identifying urban and rural places where yoga classes can be conducted “beyond studio walls.” Locations could include barns, rooftops, parks, athletic fields, to lead yoga out of its current captivity. Administrative oversight by Dexter Chamber of Commerce.
Contact Person: Brett Pederson
Implementation Date: 2013
Date Funding Requested: 2013
- 11. Incorporate New Exercise Activities at All Dexter Events** – Expose the Dexter community residents to new exercise opportunities that promote physical activity at events like Dexter Daze, Apple Daze, Friday Music in the Park, and other events. Utilize booth space where information can be disseminated and exercises can be led. Administrative oversight by Dexter Chamber of Commerce.
Contact Person: Brett Pederson
Implementation Date: 2013
Date Funding Requested: 2013

The following 6 individual interventions are

Recommended for **EAT BETTER**.

- 12. Nutrition Education Life Skills** - Promote healthy cooking skills that support preparation of nutritious food for Dexter High School Nutrition/Food Science curriculum students.
Administrative oversight by Dexter Community Schools.
Contact Person/s: Joel Anderson, Kelly Bauer, Katie Jazwinski, Life Skills Instructors - Mill Creek Middle School OR Pam Hintalla, Family & Consumer Science Instructor - DHS
Date Funding Required: Immediate.
Implementation Date October 1, 2012
- 13. Healthy Cooking for Kids** – Offer after school and summer cooking session for kids focused on healthy and local foods. Classes will be offered to sample health foods, healthy recipes, kitchen skills and kitchen safety. Administrative oversight by Dexter Community Education.
Contact Person: Kim Covert- Director, Shirley Bitters
Date Funding Required: January 1, 2013
Implementation Date: January 1, 2013
- 14. Healthy Cooking Classes for Adults** – Offer adult cooking lessons focused on healthy local food choices. Classes will be offered to sample healthy foods, healthy recipes, kitchen skills and kitchen safety. Administrative oversight by Dexter Community Education.
Contact Person: Kim Covert- Director, Shirley Bitters
Date Funding Required: January 1, 2013
Implementation Date: January 1, 2013
- 15. Access to Fresh Produce: Farm Market and Community Garden** – Develop and expand the Farmers Market/Community Garden Program to improve access to fresh produce for a broad spectrum of Dexter residents. Administrative oversight by Village of Dexter
Contact Person: Courtney Nicholls, Assistant Manager, Village of Dexter
Date Funding Required: Immediate
Implementation Date: 2013
- 16. Michigan Farm to School Program/Dexter School Garden Coordinator**
– Hire a Farm to School Coordinator to design and develop interventions supporting education and outreach on healthy and local food consumption. Gardens at the schools would be expanded and foods would be offered in school cafeterias. Administrative oversight by Chelsea Wellness Foundation.
Contact Person: Brad Judge and Shirley Bitters
Date Funding Required: Immediate
Implementation Date: 2013
- 17. What's For Dinner? – Healthy Shopping and Cooking Made Easy** – local grocers will offer easily accessible meal suggestions and easy to grab ingredients, to support family cooking. Cooking demonstrations and nutrition information will increase knowledge of healthy choices. Administrative oversight by Chelsea Wellness Foundation.

Contact Person: Marla Booth 734-214-8239 marla_booth@buschs.com
Date Funding Required: February 2013
Implementation Date: April 2013

The following 2 individual interventions are recommended for **AVOID UNHEALTHY SUBSTANCES**

- 18. SRSLY** – SRSLY is a community wide program aimed at eliminating the destructive behavior of youth. SRSLY uses multiple and well documented strategies focused on youth leadership and community engagement to prevent and reduce youth substance abuse. Administrative oversight by Chelsea Community Hospital.
Contact Person: Reiley Curran, 734-593-5279; curranr@cch.org
Date Funding Required: January, 2013
Implementation Date: January, 2013

- 19. Big Red Barrel Program** – In partnership with Chelsea and Manchester, this intervention will focus on the disposal of unused medications safely, as a strategy to address the growing problem of medicine abuse. Administrative oversight by Chelsea Community Hospital.

The following 2 individual interventions are recommended for
CONNECTING WITH OTHERS IN HEALTHY WAYS

- 20. Community Read** – The Community Read intervention will bring together all residents to read, share, increase knowledge and dialogue about national and local topics in wellness. Administrative oversight by Dexter District Library.
Contact Person: Paul McCann
Date Funding Required: October, 2012
Implementation Date: September 25, 2012
- 21. Wellness Marketing and Communications Strategy** – This intervention will develop key outreach strategies and tactics to reach all Dexter residents through print media, electronic media, FaceBook, community calendars and incentives for participation. Administrative oversight by the Dexter District Library.
Contact Person: Abby Goldberg and Paul McCann
Date Funding Required: Immediate
Implementation: 2013

Section V: Current and Ongoing Dexter Wellness Coalition Responsibilities

The 22-member Coalition is pleased to recommend this Wellness Program launch plan to the community. As our efforts are introduced, we hope to expand our membership on an ongoing basis in order to keep our energy high and our attention focused on our key indicators, our intervention goals and objectives, and the evaluation plans that are essential for Year 2 and beyond. Enhancing support from our local medical community and health practitioners and from a wide array of community residents will strengthen our program, and we hope to expand our membership with these key health advocates in the future.

As the Dexter community moves forward in establishing their wellness culture, new organizations and individuals may emerge with innovative program suggestions. The Coalition has discussed a process for new recommendation and interventions going forward. The goal is to have a balanced plan with meaningful interventions in all focus areas. Each subgroup will be responsible for determining the appropriateness of new suggestions within the context of our overall plan and budget allocations. This will assure that programs remain inventive, achievable, and respond to the vital needs of the changing environment.

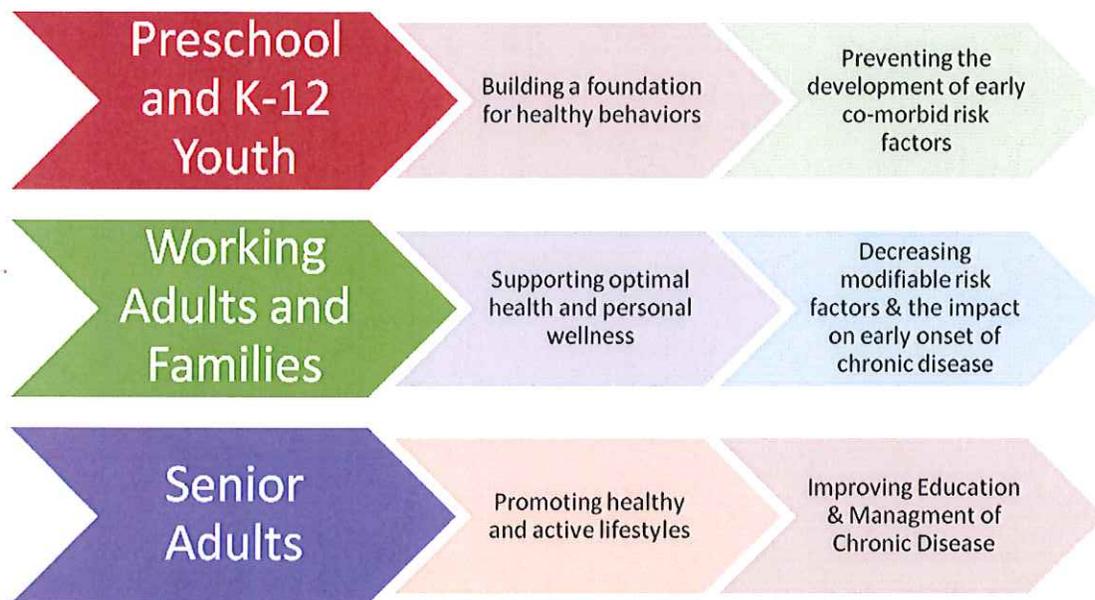
Coalition members shall remain active in their roles as wellness advocates as long as they can voluntarily serve in that capacity and the Coalition shall welcome new members as appropriate. The Co-Motivators (process leaders) serve 6 month terms.

Section VI: Lessons Learned and Issues to Discuss Going Forward

LESSON 1: Lifelong learning is the lifelong, voluntary, and self-motivated pursuit of knowledge for either personal or professional reasons. Lifelong learning is not confined to childhood or the classroom, but takes place throughout life and in a range of situations. In the past few decades, we have seen the significant pace of growth in our communications and technological innovations. This expansion has had a profound effect on learning needs, styles, and strategies to educate our population. This is most evident in the field of education, and patient and health education, but also impacts our community strategies which aim to improve awareness, attitudes and actions for health.

Learning can no longer be divided into a place and time to acquire knowledge (school) and a place and time to apply the knowledge acquired (the workplace). Instead, learning can be seen as something that takes place on an on-going basis from our daily interactions with others and with the world around us. (*Journal of Interactive Learning Research*)

For Dexter residents, living a wellness lifestyle is also a life-long learning process. Our commitment is to provide high quality health promotion interventions for all residents in all stages of life, focused on a variety of health topics and issues. This way, we will maximize our participation and successful impact on the health culture of our community.



LESSON 2: Our interventions support outdoor activities, a love of fresh air, and a commitment to our environment.

Based on Dexter’s public investment in improving its parks, athletic fields and village-wide pathways, we have demonstrated a commitment to our environment and its impact on good health. **We believe that enjoying the outdoors is part of a healthy lifestyle.** Our interventions support many types of activities, and the ability to access them easily and year-round. This simple, lifestyle-based approach to fitness and optimal health is supported by many health care organizations, most notably the American Pediatric Association, whose focus remains on the growing concerns about childhood obesity and obesity- related diseases and illnesses. Our approach is to offer outdoor fitness activities to our population as a whole.



LESSON 3: Effective communication is the key to program success.

Establishing a **culture of wellness in Dexter** does not happen overnight.

Our marketing goals are simply stated. We want to:

- build a foundation of health promoting activities for getting people together,
- identify who the non-customers are and invite them to become customers, and
- work together to make something bigger than any one individual or organization can create alone.

Based on this approach, we believe that it is essential to focus our efforts on the creation of appropriate and specific marketing and communications outreach efforts to provide incentives to our intended audiences in a variety of ways. To date, we have established a FaceBook page. But now as we introduce our interventions to the community as a whole, we wish to be strategic and cost-effective in our marketing and advertising efforts. We will continually evaluate our progress and outcomes to establish our own best practices. Effective communication is both a science and an art.

Bibliography and Attachments

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- 2010 MiPhy Report for Dexter
- 2010 Health Improvement Plan for Western Washtenaw County
- [Department of Education and Science (2000). Learning for Life: White Paper on Adult Education. Dublin: Stationery Office. <http://eric.ed.gov/PDFS/ED471201.pdf>
- Fischer, Gerhard (2000). "Lifelong Learning - More than Training" in *Journal of Interactive Learning Research*, Volume 11 issue 3/4 pp 265-294
- <http://www.city-data.com/housing/houses-Dexter-Michigan.html#ixzz28ioTSU1Z>

Attachment – Dexter Plan Matrix

Attachment – 21 Individual Intervention Tables (program-specific budgets where available)

Plan Matrix

Element (List each program under only one element)	Interventions	Indicator/s to impact (New interventions, only)	Primary Target Population (Age in Years)				Number of People impacted annually		Evidence of effectiveness in Impacting CWF Vision (for existing programs, only)	Collaboration between organizations in the community or between communities	Policy, Infrastructure, System, or Behavior				Best practice, recommended in literature, innovative			Total funding request to CWF (for new interventions)
			0 - 18	19 - 35	36 - 65	> 65	< 250	> 250			Policy	Infra-structure	Sys-tems	Behavior or culture	BP	R	I	
Move More	Wellness Walks	Inactivity	X	X	X	X	X		X				X	X			\$1,000	
	Walking Maps	Inactivity	X	X	X	X		X			X		X	X			\$2,000	
	Safe Routes	Inactivity	X					X		X	X		X	X			\$23,000	
	Bike Lending	Inactivity	X	X	X	X		X		X			X	X			\$7,750	
	Bike Safety	Inactivity	X					X		X			X	X			\$13,000	
	Bike Racks	Inactivity	X	X	X	X		X			X			X			\$1,750	
	Bouldering	Inactivity	X	X	X	X		X		X		X				X	\$9,500	
	Staff Exercise Dexter Schools	Inactivity		X	X			X			X			X	X		\$17,280	
	Injury Prevention	Inactivity	X	X	X	X		X		X				X	X		0	
	Gorilla Yoga	Inactivity	X	X	X	X		X		X			X	X		X	0	
Exercise for Dexter Events	Inactivity	X	X	X	X		X		X				X		X	0		
Eat Better	Nutrition Education Life Skills	Fruit/Veget consumption patterns	X					X						X		X	\$1,500	
	Healthy Cooking for Kids	Fruit/Veget consumption patterns	X					X						X		X	\$2,700	
	Healthy Cooking for Adults	Fruit/Veget consumption patterns		X	X	X		X						X		X	\$1,800	
	Farm Market & Comm. Garden	Access to Local Whole Foods	X	X	X	X		X		X	X		X	X	X		\$4,100	
	Farm to School Prog & Dexter Coordinator**	Fruit/Veget consumption patterns	X					X		X	X		X	X	X		29,000	
	What's For Dinner Healthy Shopping	Fruit/Veget consumption patterns		X	X	X	X			X				X	X	X		2,492
Connect with Others	Community Read	Connection with others	X	X	X	X		X	X				X	X	X		4250	
	Wellness Marketing	Connection with others	X	X	X	X		X		X	X		X	X	X	X	6335	
Avoid Unhealthy	Red Barrel	Prescription Meds		X	X	X		X	X				X	X	X		\$2,000	
	SRSLY	Substance use/abuse	X					X	X		X			X	X		\$42,555	
5H Plan Annual Total																172,012		

Intervention # 1

Title:	Dexter Wellness Walks
CWF Element to Impact:	Move More
Oversight organization:	Village of Dexter
Tax I.D.:	38-6004671
Contact Person:	Abby Goldberg and Larry Cobler
Contact's phone and email:	info@dexterchamber.org
Date Funding Required:	January 2013
Implementation Date:	March 2013

Criteria	Descriptions
Brief description of the intervention:	<p>Monthly walks for all ages that have varying distances and encourage participants to walk with friends and neighbors throughout the Village of Dexter. Starting point will normally be the Dexter Library. It is intended that this intervention will collaborate with the Chelsea Community Hospital's Healthy Communities Walking Program. Preliminary discussions have occurred with Sheri Montoye about how to do this collaboration and has already resulted in cross-advertising of events.</p> <p>Develop walking maps (in another intervention) to support Dexter Wellness Walks and CCH Healthy Communities Walking Program. Also collaborate with Safe Routes to School to build greater awareness of walking opportunities in Dexter.</p>
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> • Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) • Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) • More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) <p>These measures address both adult and child physical activity which walking can affect and because they are measures that are collected regularly we should be able to see the impact.</p>
Primary target population	All ages
# of people impacted annually	100
Intervention specific goals (outcomes)	Increase the number of people walking. Increase the use of walking paths throughout Dexter. Increase the opportunities for people to walk together.
Key Evaluation Data	<ol style="list-style-type: none"> 1. Number of people walking at each event. 2. Number of unique people walking over the year.
Program costs	\$5,000 Total: T-shirts to build camaraderie - \$1,000; Yard signs to advertise walks - \$1,000; Incentives to encourage people to walk - \$2,000; Costs to display banner in Dexter - \$1,000
Collaboration	Collaborate with the Chelsea Community Hospital's Healthy Communities Walking Program.
Priority to implement	High
Sustainability plan	As people become accustomed to the walks there will be less need to provide incentives and advertise.
Policy, infrastructures, system & behavior/culture	Behaviour/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice

Intervention # 2

Title:	Walking Maps for Dexter
CWF Element to Impact:	Move More
Oversight organization:	Village of Dexter
Tax I.D.:	38-6004671
Contact Person:	Donna Dettling, Paul Cousins
Contact's phone and email:	
Date Funding Required:	January 2013
Implementation Date:	March 2013

Criteria	Descriptions
Brief description of the intervention:	<p>There are existing maps of Dexter that show walking routes of various distances; however, with all the new paths that have been build the maps need to be revised. The maps would be placed at various locations in the village including the kiosks. Additional kiosks would be purchased to place the maps near the new walking/biking paths.</p> <p>Develop walking maps to support Dexter Wellness Walks and CCH Healthy Communities Walking Program (in another intervention). Also collaborate with Safe Routes to School to build greater awareness of walking opportunities in Dexter.</p>
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> • Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) • Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) • More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) <p>These measures address both adult and child physical activity which walking can affect and because they are measures that are collected regularly we should be able to see the impact.</p>
Primary target population	All ages
# of people impacted annually	100
Intervention specific goals (outcomes)	Increase the number of people walking. Increase the use of walking paths throughout Dexter. Increase the opportunities for people to walk together.
Key Evaluation Data	<ol style="list-style-type: none"> 1. Number of people walking in the village. 2. Number of maps that are taken.
Program costs	\$2,000 Total: for redesign and printing
Collaboration	Collaborate with the Chelsea Community Hospital's Healthy Communities Walking Program as they also use the maps.
Priority to implement	High
Sustainability plan	Additional funds in future years will be used to update and purchase more maps.
Policy, infrastructures, system & behavior/culture	System; Behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice

Intervention # 3

Title:	Safe Routes to School
CWF Element to Impact:	Move More
Oversight organization:	Chelsca-Area Wellness Foundation
Tax I.D.:	
Contact Person:	Kristen Delaney
Contact's phone and email:	
Date Funding Required:	September 2012 (in progress)
Implementation Date:	September 2012

Criteria	Descriptions
Brief description of the intervention:	This intervention is a joint effort between the Chelsea-Area Wellness Foundation, Chelsea Community Schools, and Dexter Community Schools. Through this intervention a coordinator will be hired to conduct tested SR2S activities that result in more children walking and riding bikes to school. Collaborate with other walking programs in Dexter to build greater awareness for walking and biking opportunities.
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> • 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) • The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) • Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) • More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	0-18
# of people impacted annually	This will be determined during the early stages of the implementation when a survey is conducted to determine who is walking/biking.
Intervention specific goals (outcomes)	More children walking and biking to school.
Key Evaluation Data	<ol style="list-style-type: none"> 1. Number of children walking/biking before the intervention. 2. Number of children walking/biking after the intervention.
Program costs	\$23,000
Collaboration	Coordinator is shared with Chelsea Community Schools.
Priority to implement	High
Sustainability plan	This is a tested well established program with federal dollars available (6.5million in 2011). There is also established training and support with MDOT and Michigan Fitness Foundation. The first year of funding includes 3,000\$ for a community analysis by STDI from MSU. They have worked with a number of communities in Michigan on Safe Routes initiative. This will also better prepare us for potential grant monies for alternative funding in the future not only for the program but also infrastructure.
Policy, infrastructures, system & behavior/culture	Policy change as well change in behavior/culture. There are infrastructure upgrades that are fundable with SRTS monies- sidewalks, crosswalks and on and off street bicycle facilities.
Best practice, Recommended in the lit, Innovative (provide a citation if available)	This is a recognized federal intervention with strong fiscal backing. Has proven benefits that are outlined here: http://www.saferoutesinfo.org/sites/default/files/resources/SRTS%20and%20health_final.pdf

Intervention # 4

Title:	Bike Lending Program
CWF Element to Impact:	Move More
Oversight organization:	Village of Dexter
Tax I.D.:	38-6004671
Contact Person:	Noreen Onesti
Contact's phone and email:	
Date Funding Required:	January 2013
Implementation Date:	March 2013

Criteria	Descriptions
Brief description of the intervention:	10 bicycles would be placed throughout Dexter to encourage people to ride more and to get more physical activity. Bikes would be placed in proximity to the new paths and in downtown Dexter. Bikes in the village would encourage people to ride both the new paths and out to the shopping center on the outskirts of town. If bikes need to be sheltered during the season of inclement weather we will find a suitable location in the area for storage.
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	All ages
# of people impacted annually	100
Intervention specific goals (outcomes)	Increase the amount of physical activity and lower the number of overweight and obese.
Key Evaluation Data	Number of bikes rented.
Program costs	\$5,250 Total: Bikes – 10x\$250 = \$2,500; Safety equipment - \$1,000; Bike racks (11-bike rack, purchase at bulk with the other intervention that is providing bike racks) – 5x\$250 = \$1,250; Installation - \$500. (http://www.parkitbikeracks.com/products/bike-parking-racks/Park-It-Galvanized-Bike-Racks.cfm)
Collaboration	Collaboration with Dexter Bike Shop has been discussed with the owner who is interested in the intervention and possibly managing the program.
Priority to implement	High
Sustainability plan	It is possible that bikes will be sold periodically and replaced. The sale of the old bikes will go toward the purchase of replacements.
Policy, infrastructures, system & behavior/culture	System, behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice – numerous cities are using this intervention to both promote non-motorized transportation and increased physical activity.

Intervention # 5

Title:	Rural Bike Initiative (Bike Safety Education)
CWF Element to Impact:	Move More
Oversight organization:	Village of Dexter
Tax I.D.:	38-6004671
Contact Person:	Noreen Onesti
Contact's phone and email:	
Date Funding Required:	Q1 2013
Implementation Date:	Summer 2013

Criteria	Descriptions
Brief description of the intervention:	Develop a bike safety program in Dexter Schools and in the community that would encourage children and families to be more active through biking. We have talked with the AABTS and Jim Lee about helping with biking activities in Dexter and they are supportive.
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	0-18
# of people impacted annually	1,200 (approximate number of students in Bates and Cornerstone K-2 schools)
Intervention specific goals (outcomes)	<ul style="list-style-type: none"> Reduce the obesity epidemic through increased physical activity and better nutrition for children Get more children to use biking as a lifelong physical activity skill for either transportation or recreational uses Create a systems change for physical education curriculum and create a supportive environment for active transportation in schools growing the Safe Routes to School movement
Key Evaluation Data	Number of students riding bikes for pleasure or recreation and number riding bikes to school.
Program costs	\$13,000 Total - Bikes: 35 @ \$200 = \$7,000; Trailer: \$5,000; Helmets and other equipment: \$1,000
Collaboration	This could be shared across all 5H communities.
Priority to implement	High
Sustainability plan	Maintenance costs and bike replacement costs would continue over time.
Policy, infrastructures, system & behavior/culture	
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice – increased physical activity

Intervention # 6

Title:	Bike Racks throughout Dexter
CWF Element to Impact:	Move More
Oversight organization:	Village of Dexter
Tax I.D.:	38-6004671
Contact Person:	Noreen Onesti
Contact's phone and email:	
Date Funding Required:	March 2013
Implementation Date:	September 2013

Criteria	Descriptions
Brief description of the intervention:	<p>Purchase bike racks to place at schools and in the Village to encourage students to bike to school and community members to bike in the village. This will be done in coordination with the Safe Routes to School intervention.</p> <p>These is a separate intervention from the bike lending program but obviously would support that activity as well. To avoid confusion the two interventions would result in a total of 10 bike racks.</p>
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> • 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) • The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) • Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) • More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	All ages
# of people impacted annually	200-300
Intervention specific goals (outcomes)	Increase the number of students riding bikes to school thus increasing the amount of physical activity for students.
Key Evaluation Data	Number of students riding bikes to school.
Program costs	\$1,750 Total: Bike racks (11-bike rack, purchase at bulk with the other intervention that is providing bike racks) – 5x\$250 = \$1,250; Installation - \$500. (http://www.parkitbikeracks.com/products/bike-parking-racks/Park-It-Galvanized-Bike-Racks.cfm)
Collaboration	Collaborate with the Safe Routes to School intervention and the Bike Lending Program.
Priority to implement	High
Sustainability plan	None required as once they are placed they should remain for many years. If replacement is required then there will be additional funds requested from CWF.
Policy, infrastructures, system & behavior/culture	Policy, infrastructure, system, behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Increased physical activity is a best practice.

Intervention # 7

Title:	Bouldering equipment for Dexter Village Park or Dexter Schools
CWF Element to Impact:	Move More
Oversight organization:	Village of Dexter
Tax I.D.:	38-6004671
Contact Person:	Brett Pederson
Contact's phone and email:	
Date Funding Required:	September 2013
Implementation Date:	March 2014

Criteria	Descriptions
Brief description of the intervention:	A climbing boulder will encourage children and adults to be outside and use the park and walking paths within the Village of Dexter. Will also consider putting this on school property if that ends up being the best solution. http://www.rockwerxclimbing.com/3295.xml
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	0-18
# of people impacted annually	1,000 – a guess on the number of people that use the park during the year. Since the park is new it is hard to estimate how utilization will grow over time.
Intervention specific goals (outcomes)	Increase the amount of physical activity and the amount of time spent outdoors by children and adults.
Key Evaluation Data	Number of people using the boulder.
Program costs	\$9,500 (see description at end of interventions)
Collaboration	Collaboration with the Village and the Parks Department
Priority to implement	Low – because there is already a smaller boulder in the park.
Sustainability plan	
Policy, infrastructures, system & behavior/culture	Infrastructure
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Spending more time in the out of doors is a best practice.

Intervention # 8

Title:	Expand Dexter Schools Staff Exercise Programs
CWF Element to Impact:	Move More
Oversight organization:	Dexter Community Schools
Tax I.D.:	
Contact Person:	Brett Pederson
Contact's phone and email:	
Date Funding Required:	2013
Implementation Date:	2013

Criteria	Descriptions
Brief description of the intervention:	At the present time two volunteers have started bi-weekly exercise programs for staff at two buildings. Some staff from other buildings travel to participate but would find it more convenient to have programs in their buildings. This intervention would look to expand the exercise programs to the other 4 school buildings in the district. We will also coordinate with the Manchester program to share best practices among the two programs.
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	19-35, 36-65
# of people impacted annually	150
Intervention specific goals (outcomes)	Increase the physical activity of staff and teachers in Dexter Community Schools so they will be good role models for their students and be more physically fit themselves.
Key Evaluation Data	Number of participants
Program costs	Costs will be dependent on the ability to get volunteers for the other buildings. These costs would be the worst-case where we would have to hire people to conduct the programs. 4 buildings x 3 hrs/week x 36 weeks x \$40/hr = \$17,280
Collaboration	
Priority to implement	Medium
Sustainability plan	Ongoing costs if the program continues. Could consider transitioning some of this to the Dexter Wellness Center and subsidizing some of the costs. However, this would move it from a free service to a low-cost service.
Policy, infrastructures, system & behavior/culture	Behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice – Dexter staff will be role models for positive health practices. Program sets a foundation for future worksite wellness initiatives and Health Champions in 2014.

Intervention # 9

Title:	Incorporate Injury Prevention Training in Move More Interventions
CWF Element to Impact:	Move More
Oversight organization:	Dexter Chamber of Commerce
Tax I.D.:	
Contact Person:	Richard Omel
Contact's phone and email:	
Date Funding Required:	Spring 2013
Implementation Date:	Spring 2013

Criteria	Descriptions
Brief description of the intervention:	At various events where physical activity is the focus, include some instruction on proper ways to participate in the activity so injuries are reduced and increased benefit is achieved. We have a therapist who will volunteer their time for this intervention.
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP) 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	19-35
# of people impacted annually	
Intervention specific goals (outcomes)	Increase physical activity by eliminating nagging injuries.
Key Evaluation Data	
Program costs	No costs
Collaboration	Collaborate with local physical therapists and other practitioners.
Priority to implement	High
Sustainability plan	
Policy, infrastructures, system & behavior/culture	Behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice

Intervention # 10

Title:	Gorrilla Yoga
CWF Element to Impact:	Move More
Oversight organization:	Dexter Chamber of Commerce
Tax I.D.:	
Contact Person:	Brett Pederson
Contact's phone and email:	
Date Funding Required:	2013
Implementation Date:	2013

Criteria	Descriptions
Brief description of the intervention:	<p>Conducting yoga events in unique indoor and outdoor venues. Modeled after Gorilla Yogis based in Minneapolis, MN. Further investigation will be required to determine how this might be implemented in Dexter.</p> <p>“GORILLA YOGIS is a movement, a migration to yoga beyond studio walls. Gorilla Yogis gather to practice urban jungle yoga in unexpected, offbeat places. In parks, on street corners, in museums, art galleries, at cafes, in restaurants, in music venues, on barges on the Mississippi River, on rooftop decks, on farms, in barns, in lofts, abandoned spaces, baseball fields. It's yoga out of captivity. Each month we host donation based yoga events where we raise money for organizations that are doing hard work to make this jungle an awesome place to live.” (http://www.gorillayogis.com/gorilla-gatherings.html)</p>
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> • Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005. (2010 HHP) • 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) • The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) • Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HHP) • More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	19-35; 36-65
# of people impacted annually	500
Intervention specific goals (outcomes)	Increase the number of people participating in physical activity
Key Evaluation Data	Number of people participating
Program costs	
Collaboration	Larger events could be coordinated across the 5H communities. In addition, Gorilla Yogi events could be incorporated in other 5H events.
Priority to implement	Medium
Sustainability plan	Participant fees could be collected.
Policy, infrastructures, system & behavior/culture	Behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice

Intervention # 11

Title:	Incorporate Exercise Activities in Dexter Events
CWF Element to Impact:	Move More
Oversight organization:	Dexter Chamber of Commerce
Tax I.D.:	
Contact Person:	Brett Pederson
Contact's phone and email:	
Date Funding Required:	2013
Implementation Date:	2013

Criteria	Descriptions
Brief description of the intervention:	There are many existing events in Dexter, such as, Dexter Daze, Apple Daze, and Friday Music in the Park. These would all be good opportunities to expose the community to various physical activities like exercise routines and yoga. Other 5H goals like eating better, connecting with others, and avoiding unhealthy substances can also be explained during these events. The Chamber of Commerce will organize and arrange for staff to lead at these opportunities.
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005. (2010 HIP) 2 out of 5 kids in western Washtenaw are overweight or obese, up 70% from 2005. (2010 HIP) The percentage of Dexter teens that are overweight or obese increases 23% from middle school to high school. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District) Most kids and adults are moving on most days of the week, but 1/3 of kids are not. (2010 HIP) More than 1/3 Dexter teens are not meeting recommendations for daily physical activity. (2010 Michigan Profile for Healthy Youth Survey, Dexter Community School District)
Primary target population	18-35; 36-65
# of people impacted annually	500
Intervention specific goals (outcomes)	Increase the amount of physical activity and interest in the 5H goals.
Key Evaluation Data	Number of people participating
Program costs	No Costs
Collaboration	With Dexter Village.
Priority to implement	High
Sustainability plan	
Policy, infrastructures, system & behavior/culture	Behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice

Intervention # tbd in Year 2
for funding and oversight

Title: Incorporate Exercise Activities at the Cedars of Dexter
 CWF Element to Impact: Move More
 Oversight organization: _____
 Tax I.D.: _____
 Contact Person: _____
 Contact's phone and email: _____
 Date Funding Required: For further discussion and development
 Implementation Date: 2014

Criteria	Descriptions
Brief description of the intervention:	The new Senior Community in Dexter has the facilities to provide exercise activities to their residents. The Dexter Wellness Coalition Move More Committee would like to pursue opportunities to collaborate with Cedars to expand their offerings to members.
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> Nearly 2/3 of adults in western Washtenaw are overweight or obese, up 13% from 2005 (2010 HIP)
Primary target population	36-65; 65+
# of people impacted annually	TBD
Intervention specific goals (outcomes)	Increase the amount of physical activity and interest in the 5H goals.
Key Evaluation Data	Number of people participating
Program costs	TBD
Collaboration	With The Cedars of Dexter
Priority to implement	High
Sustainability plan	
Policy, infrastructures, system & behavior/culture	Behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice

LARGE Playground Boulder

Dimensions: 6' wide x 8' long x 6' tall

Price: \$9,300.00

Optional modular hold package with threadings: Add \$2,000.00

Only a bit smaller than the XL version, the Large Playground Boulder is big enough for adults to play and share the climbing experience with their kids, but nearly half the cost. Planned so that taller climbers can have fun traversing or climbing atop the boulder, the Large Playground Boulder is also designed so that children can reach friendly grabs in different parts of the wall, and pull themselves up with relative ease, then move to another section for more of a challenge. With a big enough profile so that multiple kids can climb or sit at the top comfortably, this version will be fun for many... at the same time!



EAT BETTER Intervention #12	<p>Title: Supporting Nutrition Education for the DHS Health/Wellness Course (potential for 8th grade Life Skills course)</p> <p>Element to Impact: Eat Better, Connect with Others in Healthy Ways</p> <p>Oversight Organization: Dexter Community Schools (if approved)</p> <p>Tax ID: _____</p> <p>Contact Person/s: Pam Hintalla, Family & Consumer Science Instructor - DHS</p> <p>Contact's phone and email: (734) 424-4100, hintallp@dexterschools.org</p> <p>Date Funding Required: Immediate.</p> <p>Implementation Date: Upon Grant approval</p>
Brief Description	Promote healthy cooking skills that support preparation of nutritious food for Dexter High School Health/Wellness curriculum.
Indicators this intervention will impact/why selected	This intervention will address the percentage of residents who eat 5 or more fruits/vegetables per day
Primary target population	Dexter High School Students enrolled in Nutrition/Food Science at Dexter HS and possibly 8 th grade students at Mill Creek School
# people impacted annually	300-400 high school students enrolled in the Health/Wellness course Potentially 300 middle school students enrolled in Life Skills course
Intervention Goals	<ul style="list-style-type: none"> - Increase healthy food choices - Increase skills in food preparation and safety - Integrate MI Good Food strategy #11 into curriculum
Key Evaluation Data	<ul style="list-style-type: none"> - Pre and post evaluation of food preferences and habits; - survey all students upon completion of lab experiences
Program Costs	\$5.00 per student to purchase support materials, equipment for hands-on learning and staff development. Total: \$1500-\$2000 /annually for DHS
Collaboration	Dexter Wellness Coalition & Dexter Community Schools
Priority to Implement	High priority – habits and skills acquired as a child influence future attitudes and behaviors
Sustainability Plan	If results are positive, intervention will become a permanent component of the curriculum. If school funding increases in the future there is potential for budgets to become part of school-provided support for Health & Wellness educational labs. There is support within “Eat Better” Committee to seek additional funding sources.
P/I/S/B&C	Behavior/Culture change

Best Practice Recommended in Lit Innovative	BP: The Michigan "Good Food Charter" 2010 has recommended nutrition education for K-12 students Literature: Michael F. Jacobson, Ph.D, Executive Director, Center for Science in the Public Interest, July/August 2012 Edition; Nutrition Action Health Memo states "the way to escape today's Corporate Cuisine is to know how to make your own food. The good news: you're never too old - or too young - to learn."
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EAT BETTER Intervention #13	Title: Dexter Cooks - Healthy Cooking Classes for Kids CWF Element to Impact: Eat Better, Connect With Others in Healthy Ways Oversight Organization: DCS -- Community Education Tax ID _____ Contact Person: Kim Covert- Director, Shirley Bitters (Eat Better) Contact's phone and email: (734) 424-4100, covertk@dexterschools.org Date Funding Required: January 1, 2013 Implementation Date: January 1, 2013
Brief Description	This intervention will offer after school and summer cooking sessions for kids focused on healthy and/or local food choices. Kitchen skills, kitchen safety, healthy recipes, and food sampling will be offered
Indicators this intervention will impact/why selected	<ul style="list-style-type: none"> - Increase the percentage of Dexter residents who eat 5+ fruits/vegetables per day - Decrease the proportion of residents who are overweight
Primary target population	Children in grades 4-12
# people impacted annually	216 students = 6 classes x 12 students x 3 sessions per year
Intervention Goals	<ul style="list-style-type: none"> - Promote healthy behaviors to influence eating habits - Increase consumption of fruits and vegetables - Teach how healthy eating impacts ideal weight
Key Evaluation Data	<ul style="list-style-type: none"> - Pre and post surveys will facilitate information for future program offerings.
Program Costs	\$4780.00; Class fees will be determined by DCS.
Collaboration	Dexter Community Schools -- Community Education
Priority to Implement	High Priority
Sustainability Plan	The coalition will offer the program through Comm. Ed in future offerings.
P/I/S/B&C	Behavior/Culture will be impacted by teaching sound nutrition principles to children who can pass them on to their families.

Best Practice Recommended in Lit Innovative	Innovative: Afterschool programs supplement what the school district is able to offer to meet the goals of the Michigan "Good Food" Charter 2010.
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EAT BETTER Intervention #14	<p>Title: Dexter Cooks - Healthy Cooking Classes for Adults CWF Element to Impact: Eat Better, Connect With Others in Healthy Ways Oversight Organization: DCS -- Community Education Tax ID _____ Contact Person: Kim Covert- Director, Shirley Bitters Contact's phone and email: 734 424-4100 covertk@dexterschools.org Date Funding Required: January 1, 2013 Implementation Date: January 1, 2013</p>
Brief Description	This intervention will offer adult cooking lessons focused on healthy and/or local food choices. Kitchen skills, kitchen safety, healthy recipes, and food sampling will be offered
Indicators this intervention will impact/why selected	<ul style="list-style-type: none"> - Adults who consume less than 5 servings of fruits and vegetables per day. - Increase the number of meals eaten as a household every day.
Primary target population	Dexter residents 18 years of age and older
# people impacted annually	144 participants = 6 classes x 12 participants x 2 sessions
Intervention Goals	<ul style="list-style-type: none"> - Promote healthy behaviors to influence eating habits - Increase consumption of fruits and vegetables - Teach how healthy eating impacts ideal weight
Key Evaluation Data	<ul style="list-style-type: none"> - Pre and post surveys will facilitate data for future offerings.
Program Costs	\$3,400 expense; funding of \$1800 to offset class fees. Class fees will be determined by DCS.
Collaboration	Dexter Community Schools – Community Education
Priority to Implement	High Priority – increasing knowledge of health cooking principles will help achieve food consumption and weight goals.
Sustainability Plan	The coalition will offer the program through Comm. Ed in future offerings.
P/I/S/B&C	Behavior/Culture will be impacted by teaching sound nutrition principles to adults who can pass them on to their families.
Best Practice Recommended in Lit Innovative	Innovative: Using local fresh foods supports the goals of the Michigan “Good Food” Charter 2010. This type of programmatic intervention currently does not exist in Dexter.

EAT BETTER Intervention #15	Title: Access to Fresh produce: Farm Market & Community Garden Element to Impact: Eat Better (Connect With Others, Move More) Oversight organization: Village of Dexter Tax I.D: 38-6004671 Contact Person: Courtney Nicholls, Assistant Manager, Village of Dexter Contact's phone and email : (734) 426-8303; cnicholls@villageofdexter.org Date Funding Required: Immediate Implementation Date: 2013
Brief Description	This intervention will support a community wide Farmers Market and Community Garden Program to improve access to fresh produce for a broad spectrum of Dexter residents.
Indicators this intervention will impact/why selected	- Increase the percentage of consumption of fresh produce for all socio economic groups in Dexter
Primary target population	All Dexter residents
# people impacted annually	Population 19,600
Intervention Goals	<ul style="list-style-type: none"> - Support local farmers market through vendor and customer recruitment - Document and increase annual food vendor sales - Support community gardening and build sense of ownership
Key Evaluation Data	<ul style="list-style-type: none"> - Farmers Market: Monitor customer traffic, vendor food sales, and customer satisfaction - Community Garden: Monitor participation, plot availability, and customer satisfaction
Program Costs	\$ 2900 – Farmers Market \$ 1200 – Community Garden
Collaboration	Village of Dexter and the US Department of Agriculture and Michigan Farmers Market Association
Priority to Implement	High Priority – to offer an intervention that maximizes benefits of the existing programs and ensures success.
Sustainability Plan	Achieving the goals of Access to Fresh Produce requires building on existing programs. While these programs have a solid foundation, expanding on their strengths will insure their long term success.
P/I/S/B&C	Infrastructure and systems are in place to expand Policies will be expanded by Village govt. and Chamber of Commerce Behavior/culture will be impacted
Best Practice Recommended in Lit Innovative	Best Practice

EAT BETTER Intervention #16	Title: Michigan Farm to School Program/Dexter School Garden Coordinator (Creekside and DHS) CWF Element to Impact: Eat Better & Connect with Others Oversight Organization: Chelsea Wellness Foundation and Dexter Wellness Coalition Contact Person: Brad Judge, Shirley Bitters Date Funding Required: Immediate Implementation Date: Upon approval of funding.
Brief Description	This intervention will hire a Farm To School & School Garden Coordinator to plan and implement interventions supporting education and outreach on healthy and local food consumption. Staff person will oversee school garden programs initiated at Creekside School and Dexter High School.
Indicators this intervention will impact/why selected	- Increase the percentage of consumption of fresh produce for school age children in Dexter
Primary target population	K-12 students in Dexter Community Schools
# people impacted annually	3575 students via 1800 lunches and 200 breakfasts in school cafeteria
Intervention Goals	- Increase no. of daily servings of fruits/vegetables consumed - Improve choices and opportunities for healthy eating - Expand Dexter schools contracts with local producers
Key Evaluation Data	- Student surveys will monitor food consumption patterns, access to school gardens - Data will show no. of local food producers utilized
Program Costs	\$ 24,000 staff - (12,000 Part Time Coordinator for Michigan Farm to School Program and - \$12,000 Part Time Coordinator at Creekside and DHS for garden program development) \$1500 for Field Trips \$350 for Try-It Carts at the schools
Collaboration	Dexter collaboration with Michigan Farm to School Initiative, local farmers, and State of Michigan Nutrition Standards Programming. Local financial support has been offered to supplement construction of gardens. This program will pick up where Move Forward grants end.
Priority to Implement	High – School gardens have been initiated by volunteers but the program requires staffing funding to assure its success.

Sustainability Plan	Phase 1 – establishing relationships and contract agreements Phase 2 – development of farm-to-school curriculum
P/I/S/B&C	Policies – school policies have been revised and should be monitored Systems – efforts to align program with curriculum needs Infrastructure – Expand on existing school gardens Behavior/culture – improve knowledge and healthy actions
Best Practice Recommended in Lit Innovative	Recommended in the Literature Food System Economic Partnership: http://fsepmichigan.org/index.php/farm-to-school/ Michigan Farm to School: http://www.mifarmtoschool.msu.edu/ National Farm to School: http://www.farmtoschool.org/

EAT BETTER Intervention #17	Title: Healthy Shopping & Cooking Made Easy (What's For Dinner?) CWF Element to Impact: Eat Better Oversight Organization: Chelsea Wellness Foundation/Dexter Coalition Tax ID: Contact Person: Marla Booth 734-214-8239 marla_booth@buschs.com Date Funding Required: February 2013 Implementation Date: April 2013
Brief Description	This intervention will give a family meal preparer a easily accessible weekly sponsored healthy recipe with required ingredients. Cooking demonstrations and nutrition information will be offered, and Q&A with a nutritionist.
Indicators this intervention will impact/why selected	<ul style="list-style-type: none"> - Percentage of residents overweight - Percentage of residents eating fewer than recommended daily fruits/vegetables
Primary target population	Residents Age 18+ responsible for meal preparation
# people impacted annually	20-25 families per week; expanding to 100
Intervention Goals	<ul style="list-style-type: none"> - Improve choices and opportunities for healthy eating - Improve access to healthy recipes and meal preparation
Key Evaluation Data	<ul style="list-style-type: none"> - Participant surveys to monitor satisfaction with the program - Participant comment surveys to determine program improvements
Program Costs	\$2,492
Collaboration	The Dexter Wellness Coalition will collaborate with area grocers.
Priority to Implement	Priority in 2013
Sustainability Plan	As long as area grocery store chains see this intervention as a win-win and can sustain their involvement, this program will have high success.
P/I/S/B&C	Behavior/culture will be impacted by purchasing whole, fresh ingredients and increasing knowledge and good behavior supported by cooking demos.

Best Practice Recommended in Lit Innovative	Best Practice: based on learnings from the Apron Program at Publix Grocery Stores. http://www.publix.com/aprons/about/ApronsProgram.do
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Individual Intervention Table

Intervention # 19 Dexter
 Title: SRSLY
 CWF Element to Impact: Avoid Unhealthy Substances, Connect with Others
 Oversight organization: Chelsea Community Hospital
 Tax I.D: 38-2113393
 Contact Person: Reiley Curran
 Contact's phone and email: (734) 593-5279, curranr@cch.org
 Date Funding Required: January 1, 2013
 Implementation Date: January 1, 2013

Criteria	Descriptions				
Brief Description of the Intervention:	SRSLY is a community coalition dedicated to the prevention of destructive behavior in youth. SRSLY uses multiple strategies and a focus on youth leadership and community engagement to prevent youth substance abuse. The first 8 months of implementation of this intervention in Dexter will be focused on assessment, capacity building, and planning, with a target launch of programs and activities in the fall of 2013.				
Indicator/s this intervention will impact & why it was selected.	Indicator (baseline measurement, from 2010 MIPHY Survey in Dexter Community Schools)	Dexter MS	Washtenaw MS	Dexter HS	Washtenaw HS
	Percentage of youth reporting that alcohol is sort of or very easy to get	41.2%	40%	69.9%	69%
	Percentage of youth reporting that marijuana is sort of or very easy to get	9.4%	10.4%	50.2%	48%
	Percentage of youth who accurately report peer alcohol use rates	42.4%	38.3%	21.7%	19.4%
	Percentage of youth reporting that their parents would feel it is wrong or very wrong for them to drink alcohol	96.1%	95.2%	90.2%	87.4%
	Percentage of youth reporting that their parents would feel it is wrong or very wrong for them to smoke marijuana	97.3%	97.6%	45.5%	49.9%
	Percentage of youth reporting alcohol use in the past month	3.1%	3.4%	22%	20.6%
	Percentage of youth reporting marijuana use in the past month	1.3%	0.8%	12.3%	11.7%
	Percentage of youth reporting moderate or great risk for using alcohol	82.2%	78.9%	82.2%	76.5%
	Percentage of youth reporting moderate or great risk for using marijuana	86%	82%	70.8%	72.5%
	Age of onset (average age of first substance use)	10.2	9.6	13.9	13.7

Individual Intervention Table

	<ul style="list-style-type: none"> • Other key indicators related to protective factors (including prosocial community and family involvement, and school bonding), as identified by SRSLY steering committee leaders as high priority during the assessment process. • Source for measurement: MiPHY <p>SRSLY was selected because it has been shown to be successful in a neighboring community, and the coalition feels it can be successful here in Dexter as well.</p>
Primary target population	Youth age 10 to 15-years-old and their families
# of people impacted annually	Approximately 1,369 youth and their families
Intervention specific goals	The ultimate goal of SRSLY is to reduce youth substance abuse. Specific and measurable short, medium, and long-term goals and objectives will be defined during the planning phase, in the first six months of 2013. These will be tied to indicators listed above, and priority risk and protective factors identified during the assessment phase.
Key Evaluation Data	The coalition will use data from the biannual MiPHY survey, focus groups, key informant interviews, Washtenaw County HIP Survey, Washtenaw-Livingston Safe and Sound Survey, and Dexter community surveys to evaluate SRSLY. The steering committees will develop an evaluation plan as part of the planning process in of 2013.
Program costs	\$42,555 will cover the Year 1 costs of replicating SRSLY in Dexter, including costs associated with conducting a thorough needs assessment, establishing steering committees, developing strategic and action plans, engaging the broader community through some marketing and outreach efforts, using the SRSLY model, and SRSLY Chelsea steering committee member and staff time and mileage to oversee, support and help facilitate this process. Jointly with Dexter, a Coalition Coordinator will be hired in July, to oversee program implementation starting in the fall of 2013. Job description is attached.
Collaboration	<p>SRSLY engages leaders and representatives from multiple community sectors, including: schools, hospitals and health care professionals, law enforcement, business, religious organizations, civic clubs, library, scouts and other youth-serving organizations, media, and of course parents and youth. All of these sectors need to be engaged for SRSLY to be successful.</p> <p>Chelsea Community Hospital, and SRSLY Chelsea will work closely with the Dexter coalition to facilitate the assessment, capacity building, planning, implementation, and evaluation phases of SRSLY Dexter.</p>
Priority to implement	High

Individual Intervention Table

Sustainability plan	<p>The funding request for the first year is a smaller amount that will allow the coalition to complete the community assessment, form steering committees (youth and adult), draft a 5-year strategic plan and one-year action plan, and hire a Coordinator with Stockbridge during the summer of 2013, in order to lead implementation in the fall. The funding requirements will increase in 2014 as the Coordinator will be on staff for the whole year at that point. In addition, program expenses are expected to increase as the coalition grows and expands its activities.</p> <p>The sustainability plan for SRSLY Dexter is based on the successful model employed by Chelsea. Private foundation funding will support SRSLY Dexter for the first three to four years, with the ultimate goal of receiving the Drug Free Communities (DFC) support program grant. Funding from the Chelsea-area Wellness Foundation will allow SRSLY Dexter to establish and strategically position itself over the next four years to be able to apply for the federal Drug Free Communities (DFC) program. The DFC program would then provide 5-10 years of additional funding, with local match requirements.</p> <p>SRSLY Dexter will fundraise, apply for grants from other sources, and engage local families and businesses that can provide in-kind support to the coalition, similar to how Chelsea has secured local support for SRSLY activities there.</p>
Policy, infrastructures, system & behavior/culture	System and behavior/culture change
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best Practice (Source: http://www.whitehouse.gov/sites/default/files/ondcp/grants-content/2011_dfc_interim_report_one_pager_final.pdf)

Individual Intervention Table

Title: Big Red Barrel Program
 CWF Element to Impact: Avoid Unhealthy Substances
 Oversight organization: To Be Determined
 Tax I.D.:
 Contact Person:
 Contact's phone and email _____
 Date Funding Required: 2012 -- Tentative, discussions with Chelsea and Manchester underway
 Implementation Date: 2012 -- Tentative, discussions with Chelsea and Manchester underway

Criteria	Descriptions
Indicator/s this intervention will impact & why it was selected.	<ul style="list-style-type: none"> • Misuse and abuse of prescription and over-the-counter medications • Improper disposal of prescription and over-the-counter medications <p>This intervention was selected because of the growing problem of medicine abuse, and its connection to heroin addiction. Law enforcement officials, physicians, nurses, pharmacists, teens, parents, and other key stakeholders all report an increase in the abuse of prescription pain killers, as well as stimulants, anti-depressants, cough syrup, and other medicines. Easy access is a major risk factor for medicine abuse, as many adults do not know how to dispose of unused medications safely, or why it is important to do so. The Big Red Barrel program has been successfully implemented across Livingston County, and the Dexter Coalition would like to partner with Chelsea and Manchester to bring this program to Washtenaw.</p>
Primary target population	Ages 12 and up
# of people impacted annually	<p>A specific number of people is difficult to calculate, as communities that have implemented this program do not keep track of how many people drop off their unused medications. Also, it is hard to estimate how many potential abusers will be impacted by less access and availability of unused medications. MIPHY data shows that 6.3% of high school students in Dexter have abused a prescription painkiller in the past month, and 4% have abused another type of prescription medicine within the past month. Among middle school students, 8.6% have abused a prescription painkiller in their lifetime, and 3.5% have abused another type of prescription medicine.</p> <p>Livingston County has five communities with barrels, and disposes of approximately 80-100 pounds of medicines each month, or about 20 pounds per community per month. Washtenaw County Public Health data indicates that every year there are enough prescriptions for Vicodin written for every person in this county to get one. Based on conversations with coalition members, including representatives from the senior center, it is safe to assume that more than 250 people would use the barrel every year, which would impact even more people, by limiting access and protecting the environment.</p>

Individual Intervention Table

Intervention specific goals	Reduce misuse of prescription drugs and protect ground water by proactive collection and disposal through safe means.
Key Evaluation Data	2015 HIP Survey results 2014 MiPHY Survey results # of pounds of medications disposed of monthly
Program costs	\$4,000 in first year to get the program up and running in Dexter. \$2,000 per year in subsequent years to fund continued marketing and disposal of medications.
Collaboration	Washtenaw County Sheriff, Dexter Senior Center, Chelsea Police Department, Washtenaw County Public Health, Waste Management Department, Department of Environmental Quality, local pharmacies, hospitals, physicians, and the Chelsea and Manchester Wellness Coalitions. Other potential partners include Ypsilanti and Saline, where this program is currently being implemented.
Priority to implement	High
Sustainability plan	To be developed in partnership with Chelsea and Manchester Wellness Coalitions, and other collaborators.
Policy, infrastructures, system & behavior/culture	Infrastructure, system, and behavior/culture
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Best practice – successfully implemented in other communities

Individual Intervention Table

Intervention # 1
 Title: Community Read
 CWF Element to Impact: Connect with Others
 Oversight organization: Dexter District Library
 Tax I.D: 38-1739800
 Contact Person: Paul McCann, Library Director
 Contact's phone and email: 734-426-4477; pmccann@dexter.lib.mi.us
 Date Funding Required: 2012-2015
 Implementation Date: In Progress

Criteria	Descriptions
Indicator/s this intervention will impact & why it was selected.	Create a culture of wellness by educating the community about how to take advantage of options to <i>move more, eat better, connect with others & avoid tobacco & other unhealthy substances</i> (the CWF vision). The event will take place in the fall of each year. Purpose of a CR is to generate awareness while creating a space for discussion. Benefits include enhancing community involvement, fostering the exchange of ideas, and creating a lasting, behavioral change around health & wellness issues by raising community awareness.
Primary target population	Our target audience is primarily our service district, which mirror's the Dexter Community School District. However, all five healthy towns in the Wellness Foundation's area of service will be coordinating commonly themed programs each year. There are also many specific groups in each community that will want to participate in a community-wide read program; these groups, and others, can assist with promotion by passing information on to members of their organization's through newsletters, meetings, e-mails, posting flyers, and more.
# of people impacted annually	This program has the potential to reach thousands in the five healthy town areas. The Dexter District Library currently has over 12,000 active borrowers out of a total service population of just over 19,000.
Intervention specific goals	Short-term: To engage people emotionally and intellectually to improve the quality of life in the community, promote awareness of health and wellness issues, start a conversation about what a <i>well community looks like</i> , and enhance community involvement to create a more healthy Dexter. Long-term: Fortify the relationship with the CWF and the libraries in its service areas to help solve

Individual Intervention Table

	community problems by connecting residents to resources and modifying behavior; position the libraries to serve as conduits for increasing the community's awareness of key issues
Key Evaluation Data	Quantitative data, such as hits to websites, articles, program attendance, program surveys, number of books and library materials "checked out." Qualitative data, such as community surveys and focus groups to learn whether messages are reaching target audiences and/or if different strategies need to be put in place.
Program costs	Program expenses include books, author expenses, other program speakers, publicity, marketing and printing. Each participating library could contribute in-kind staffing costs, plus additional matching revenues, if budgets permit. Total costs approximate \$5,000 per year. See attached for breakdown of 2012 costs.
Collaboration	The Chelsea Area Wellness Foundation, the public libraries in Dexter, Grass Lake, Manchester, Stockbridge, and Chelsea, as well as key stakeholders in each of the five Wellness Coalitions.
Priority to implement	High priority because 1) this is an existing program that can be utilized to increase community awareness and understanding regarding health and wellness issues; 2) many community members already use the library as a source of information in the community and this program can attract hard-to-reach residents to the work of the Foundation; 3) the community receives education on timely and important topics through the program; 4) it provides opportunities for the formation of new alliances within the community. Relationships that might previously have been competitive due to similar programming can become synergistic as the two entities team up to improve their offerings without draining their resources.
Sustainability plan	Although this is a multi-year community project focused on engaging, learning and connecting in healthy ways, the program will accomplish its objectives in four years with a focus each year on one of the CWF aims (<i>move more, eat better, connect with others & avoid tobacco & other unhealthy substances</i>). Afterward, the foundation will be in place for libraries in the CWF service areas to continue professional discourse about the library's essential role as purveyor of both content and connection in helping the Wellness Foundation achieve its aims.
Policy, infrastructure, system and behavior/culture	Behavior/culture: The community read generates social capital by encouraging what Robert Putnam has identified as subtypes of social capital: bonding capital and bridging capital. Bonding capital

Individual Intervention Table

	refers to individuals with similar interests or viewpoints being brought together around those interests and views; it is "good for undergirding specific reciprocity and mobilizing solidarity" (Putnam, 2000, pg. 22). Groups that have bonding capital provide support for members of the groups and advance common goals by working together.
Best practice, Recommended in the lit, Innovative (provide a citation if available)	Recommended because the community reading program is a successful, replicable model centered on community participation and collaboration to generate awareness while creating a space for discussion. It is innovative because it leverages the power of the public library to build community alliance, collaboration, and partnership to create a varied structure of programs that are engaging and fun for participants who will enjoy film, art, music, food and lectures and discussion.

ADDITIONAL INFORMATION

Item	Cost/Request
Book Purchases (450 copies)	\$3000
PR Printing	\$500
Programming	\$750 (14 Speakers \$875, Film Licensing \$394, Refreshments \$300 = \$1569)
TOTAL REQUEST	\$4250

CONNECT WITH OTHER Intervention #21	<p>Title: Dexter Wellness Marketing and Advertising Strategy/Plan Element to Impact: Connect with Others in Healthy Ways Oversight Organization: Dexter District Library Tax ID 38-1739800 Contact Person: Paul McCann, Dexter Library and Abby Goldberg Contact's phone and email: 734-426-4477x111; pmccann@dexter.lib.mi.us Date Funding Required: Immediate. Implementation Date: January 2013</p>
Brief Description	A strategic marketing plan for the Dexter Wellness Coalition will support all four focus areas, unite and maximize our communications efforts, and streamline and target our outreach. A communications platform has already been established with the creation of our Wellness Facebook page in August 2012. To expand on this effort, this intervention will focus on the creation of single-target and multi-target communications efforts, using a variety of creative approaches.
Indicators this intervention will impact/why selected	This intervention does not focus on a specific indicator, but without strategic and focused communications, participation in any Coalition intervention may not be as successful.
Primary target population	All Dexter residents, segmented by: <ul style="list-style-type: none"> • Pre-school and school age children • Working adults and families • Senior adults • Business to business communications (year 2)
# people impacted annually	All Dexter residents will be reached by at least one targeted communication (including postcards, flier, Facebook,, SchoolMessenger communication, incentive giveaways at Dexter events, etc.)
Intervention Goals	<ul style="list-style-type: none"> - To build a foundation and framework for 2-way communications between Dexter wellness leaders and residents - To develop and administer a communications campaign for the Dexter Wellness Coalition for years 1-3 - To coordinate marketing efforts for all interventions - To reach out to small business in year 2-3 with the introduction of "Wellness Champions" and a Wellness Speakers Bureau.
Key Evaluation Data	<ul style="list-style-type: none"> - Monitor Facebook "likes" - Monitor signup to Constant Contacts - Use electronic surveys and program evaluation tools to measure needs, interests, participation, satisfaction, and specific outcomes
Program Costs (annual)	\$6,335
Collaboration	Dexter District Library and Chamber of Commerce will collaborate with all Coalition oversight organizations. In year 2, we will initiate business to business communications about wellness and the designation of "Health Champions."
Priority to Implement	High
Sustainability Plan	Dexter Library and CofC are in a unique position to lead this intervention because working across all focus areas and with all organizations is part of its mission.
P/IS/B&C	Systems by coordinating marketing/communications; Behavior/Culture by promoting a strategic village-wide wellness message which will impact participation.
BPrac./Rec/Innovative	Innovative

Projected Budget:

Year One:

Promote Facebook on all communications materials (print and electronic) -	-0-
Constant Contact -- bi monthly e-blasts \$30/month =	\$360
Postcard "leave behind" at wellness center, schools, restaurants, etc. =	\$2000
Banners -	\$300
Yard Signs --	\$1,000
Incentives --	\$2,000
Renting Space for Display Booths at Community Events	\$175
Photographer at events (to post on Facebook and print publications) =	\$500

Notes:

EDDM - As an alternative to EDDM/direct mail which is costly, we want to build a foundation for our advertising efforts in year one focusing on electronic media and incentives. When we establish that program, we will consider direct mail in collaboration with the Dexter wellness center to incorporate our messages effectively.

Print Advertising - We also have an opportunity to include our print messages in existing print publications which reach the home (for example, Dexter Community Education Catalogs) and explore free print advertising space in the Dexter Leader in collaboration with the Dexter Chamber of Commerce for year 2 to strategically reach the senior adult population.

Banners and Park Rental -- We will explore reduced fees through future agreements with the Village of Dexter for wellness program activities.

Year two:

Speakers Bureau for Business to Business in collaboration with Chelsea Community Hospital
Health champion designates and outreach to Dexter business community

Revised 11/25/12