

Stephanie Garza

From: GeneralMillsFoundation@GeneralMills.com
Sent: Thursday, January 14, 2010 1:59 PM
To: Stephanie Garza
Subject: General Mills Foundation: Champions for Healthy Kids

COPY

Your application for the Champions for Healthy Kids grant was successfully submitted on 1/14/2010 1:58:56 PM.

Thank you for your continued support; we will keep you posted at this email address in the upcoming months.

Please do not reply to this email. Thank you.



**General Mills
Champions for Healthy Kids Grant Application**

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Your application was saved successfully.
You must click "Finalize and Submit" before the end of the application period to officially apply for the grant.

Please save your work often by clicking the 'Save' button at the bottom of this form.
 For your safety, you will be logged out after 20 minutes without saving.

Note: The General Mills Foundation will not retain or provide a printed version of your application. If you desire a printout, please print directly from this website.

The deadline for this application submission is 1/15/10 at 5:00pm (CST)

Individuals Responsible

<p>Executive Director</p> <p>Ben Medina Jr. Name*</p> <p>956-548-6156 956-548-6134 Phone #* Fax #</p> <p>benmd@cob.us E-mail Address*</p>	<p>Primary Contact (Leave blank if same as Executive Director)</p> <p>Name</p> <p>Phone # Fax #</p> <p>E-mail Address</p>
<p>Registered Dietitian (required)</p> <p>Jyosna Balakrishnan Name*</p> <p>956-350-7894 956-350-7890 Phone #* Fax #</p> <p>920417 Registered Dietitian (Rd) #*</p> <p>MS, RD, LD Credentials*</p> <p>jyosna.balakrishnan@hcahealthcare.com E-mail Address*</p>	<p>Fitness Professional (if applicable)</p> <p>Derek Reyes Name</p> <p>956-266-1710 Phone # Fax #</p> <p>ACE Certification #T147315 Credentials</p> <p>daeous@gmail.com E-mail Address</p>

Program Name
 Please enter the official name of the program to receive funding. *

Fresh Start

Brief Program Overview and Rationale
 Briefly describe what your program will do and why it is important. *
Bullet points and/or brief phrases are encouraged.

Fresh Start is an interactive, physical activity and nutrition curriculum for Brownsville Public Charter Schools to educate elementary students ages 5-12. It uses interactive hands-on lessons and bright visuals to teach children that physical activity and healthy eating can be fun! The goal of the program is to give young children the tools they need to develop positive physical activity and nutrition habits for a lifetime of good health.

(Limit: 450 characters - approx. 75 words)

Program Objectives

List several objectives of your program.

At least one objective related to nutrition and at least one related to physical activity are required. *

Bullet points and/or brief phrases are encouraged.

- Increased knowledge of food groups
- Understanding food marketing and personal hygiene while preparing food
- Improved diet for the whole family
- Increased consumption of fruits and vegetables
- Increased variety in food choices
- Hands on food preparation

(Limit: 600 characters - approx. 100 words)

Program Setting

Where will your program be delivered to youth? *

- After-school program
- Middle School
- Boys & Girls Club
- Museum
- Community center
- Parks and Recreation Department
- Girl Scouts/Boy Scouts
- Preschool/Daycare
- Elementary School
- State/county/city health department
- 4-H
- University
- Head start program
- WIC clinic
- High School
- YMCA/YWCA
- Hospital/medical center
- Other
- Indian reservation

Target Audience Age, Reach & Secondary Audience

Enter ranges for the audience age (in years), the number of youth served, and the number of people in the secondary audience impacted by this program.

- a.) This program serves youth that are 5 * to 12 * years old.
- b.) This program has the potential to reach 2500 * to 3000 * youths during the grant period.
- c.) This program impacts the following secondary audience (enter ranges for those that apply).
- Community: 180000 to 200000 people.
- Families: 10000 to 12000 people.
- Staff: 30 to 60 people.
- Additional Youth: 5000 to 6000 people.

Explain how this secondary audience is involved with your program.

Bullet points and/or brief phrases are encouraged.

A Healthy Meals Cook-off: held at the end of school year giving students the opportunity to demonstrate their knowledge of nutritious foods & healthy cooking.

Winners will record a Healthy Meals Video that will air on Channel 12 and be available on the Web.

(Limit: 300 characters - approx. 50 words)

Target Youth Recruiting Strategy

Explain your recruiting strategy action steps. Please detail how you will recruit, enroll, and maintain participants for this program. *

Bullet points and/or brief phrases are encouraged.

Encourage Charter Schools to add a healthy eating & physical activity component to health curriculum

Provide Fresh Start Kit to schools

Schedule Dietitian & Personal Trainer to train teachers

(Limit: 300 characters - approx. 50 words)

Target Youth Gender:

Select participant gender: *

- Female
- Male
- Both

Target Youth Race/Ethnicity

Enter percentages below such that the sum equals 100%. *

- 1 % African-American/African
- 1 % American Indian
- 1 % Asian
- 92 % Hispanic/Latino
- 1 % Native Hawaiian or other Pacific Islander
- 6 % White

Target Youth Geographic Location

Fill in the below percentages as they apply to your target youth. The sum should equal 100%. *

- 3 % Rural
- 25 % Suburban
- 72 % Urban

Need for Funding

Fill in the below percentages as they apply to your organization; each value should be between 0 and 100 (optional).

- 89 % Below poverty level
- 50 % Free/reduced lunch

Special Needs/Risks Addressed

If applicable, select any that apply (optional).

- Overweight, obese, or severely obese
- Disability
- Foster Home
- Homeless
- Teen Parent
- Other

Explain how your program addresses these special needs:
Bullet points and/or brief phrases are encouraged.

Fresh Start will encourage students to improve their diet by learning about a variety of food groups, how to prepare healthy meals, and how to make healthy choices.

Students will be exposed to Active Academics: 10 minute classroom based physical activities that integrate academic concepts.

(Limit: 300 characters - approx. 50 words)

Key Program Dates

Include the proposed timeline for the program's implementation during the grant period.*

	Start Date	End Date
Planning	June / 2010	August / 2010
Youth Participation	August / 2010	May / 2011
Evaluation	May / 2011	June / 2011

Method of Delivery

Select all that apply (at least one required).*

- Assessment
- Classes/Lessons
- Community Events
- Contest
- Family Events
- Home Visits
- Mailings
- Website or Software
- Other Channel 12 TV

Model or Packaged Program

Optional - Select any that apply.

- ACTIVATE
- Animal Trackers
- BodyWorks
- CATCH
- CAL Girls
- Dairy Council
- Dole 5-a-Day
- FitnessGram
- Go With the Whole Grain
- Kidnetic
- PALA
- Pathways
- SPARK
- Take 10
- USDA Team Nutrition

If you have acquired a well-recognized program developed from another source, please indicate the program title and source below (optional):

President's Challenge

The Champions Grant program encourages the use of high-quality evaluated interventions. See <http://www.generalmills.com/foundation/> for suggestions.

Program Frequency and Duration

Explain how many times each program will be conducted and the length of each session.

a.) Briefly discuss the program format and indicate the frequency, length, and total number of youth participation sessions.*

Bullet points and/or brief phrases are encouraged.

Fresh Start: est. 3000 students will participate during the 2010-2011 school year.

Nutrition Education: Twice a week for one hour as part of Health curriculum

"Healthy Chefs": 1-hr practice once a week afterschool

(Limit: 300 characters - approx. 50 words)

b.) Total contact per participant: 168 * hours and 0 * minutes.

Program Expected Outcomes

Select only those that apply (at least one required).*

- Attitude

- Awareness
- Behavior change or intent to change behavior
- Knowledge
- Skills

List the specified outcomes and how the program will produce those results. *
Bullet points and/or brief phrases are encouraged.

Students will:

- Learn how healthy eating and physical activity can be fun
 - Be introduced to new foods and nutritious ingredients
 - Increase their physical activity by an hour and 40 minutes per week.
- (Limit: 450 characters - approx. 75 words)

Evaluation Plan

How will you measure the outcome(s) listed above under *Expected Outcomes* for your program?
 Specify your plan, including tools (i.e. surveys, pre/post tests, assessments, skill tests, etc.) . *
Bullet points and/or brief phrases are encouraged.

- Survey sent home to parents at the beginning and end of program.
- Parent participation will be encouraged through homework activities
- Healthy Meals Cook-off will allow students to demonstrate what they have learned

(Limit: 300 characters - approx. 50 words)

Nutrition Topics

Select the nutritional topics that are part of your program (at least one required). *

- | | |
|---|--|
| <input checked="" type="checkbox"/> Beverage Choices | <input checked="" type="checkbox"/> Breakfast |
| <input checked="" type="checkbox"/> Cereal | <input checked="" type="checkbox"/> Fat |
| <input checked="" type="checkbox"/> Food Pyramid/Dietary Guidelines | <input checked="" type="checkbox"/> Fruits & Vegetables |
| <input checked="" type="checkbox"/> Label Reading | <input checked="" type="checkbox"/> Meals other than breakfast
(lunch and dinner) |
| <input checked="" type="checkbox"/> Low-Fat Dairy | <input checked="" type="checkbox"/> Portion Control |
| <input checked="" type="checkbox"/> Family Meals | <input checked="" type="checkbox"/> Snacking |
| <input checked="" type="checkbox"/> Water | <input checked="" type="checkbox"/> Whole Grain |
| <input type="checkbox"/> Other (Describe below) | |

Describe how nutrition topics will be incorporated into the program. *
Bullet points and/or brief phrases are encouraged.

During Part 1 of Fresh Start - Nutrition: - Students will be educated on the importance of eating healthy, learning about a different food group each month. They will also learn new ingredients, how to prepare healthy snacks within that food group, and how that food group impacts the body.

Although Part 2 focuses on the importance of Physical Activity, students will learn about nutrients and how they are important to being active.
 (Limit: 450 characters - approx. 75 words)

Physical Activity

Select the physical activities that are part of your program (at least one required). *

- | | |
|---|---|
| <input checked="" type="checkbox"/> Active Play | <input type="checkbox"/> Adventure Sports |
| <input type="checkbox"/> Aerobics | <input type="checkbox"/> Biking |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Fitness Classes |

- Gardening
- Rock Climbing
- Swimming
- Team Sports
- Walking/Step Counting
- Weight Lifting
- Yoga
- Other (Describe below)

Describe how physical activity will be incorporated into the program. *
 Bullet points and/or brief phrases are encouraged.

Active Academics: Classroom based physical activities that integrate academic concepts, making learning fun. These "Energy Boosters" will take place twice a day for 10 minutes, everyday (Morning and Afternoon)

Part 2 of Fresh Start will focus on the importance of physical activity. Teachers will utilize tools available as part of the President's Challenge.

(Limit: 450 characters - approx. 75 words)

Staffing Model

Describe who will staff your program and their roles. Make sure to include how the Registered Dietitian will be utilized. *
 Bullet points and/or brief phrases are encouraged.

Fresh Start Coordinator (FSC):
 Recruited Teacher - Corresponds with schools Evaluation

Teachers:
 Add Fresh Start to Health Curriculum

(Limit: 300 characters - approx 50 words)

Documentation

List the type of photographs (10-15) you plan to send as part of your evaluation. *
 Bullet points and/or brief phrases are encouraged.

- "Healthy Chefs": a photo of each team
- Healthy Meals Cook-Off
- Students participating in "Energy Boosters"
- Training Session conducted by Dietitian and Personal Trainer
- Healthy Meals Cook-Off Winners
- Taping Healthy Meals Video

(Limit: 300 characters - approx 50 words)

Sustainability

Describe how the program (staffing, future funding, etc.) will be sustained beyond the grant period. *
 Bullet points and/or brief phrases are encouraged.

Same program materials used

Teachers already trained

In-Kind Contributions:
 Healthy Meals Cook-Off will become an annual event hosted by the

(Limit: 300 characters - approx 50 words)

Budget

Provide a budget estimate and grant request for the program.
 Include justification of each expense (both startup and delivery) in the spaces provided.
 The total must equal exactly \$10,000. Note: Please use whole dollar amounts only. *

Type of Expense	Development/ Start-up Cost	Program Delivery Cost	Computed Subtotal	Description and Rationale
Staff/Consultants	\$ 1160	\$ 0	\$1160	A \$1000 stipend will be given to the Fresh Start Coordinator
Office &			\$400	

Administrative Supplies	\$ 400	\$ 0		A nominal fee of \$100 will be given to each of the 4 Charter Schools for necessary office and administrative
Food	N/A	\$ 200	\$200	Each Healthy Meals Cook-Off Team will be provided \$50 worth of healthy ingredients to prepare their meals
Equipment/Capital	\$ 500	N/A	\$500	Cooking utensils and "Healthy Chefs" uniform
Program Materials	\$ 7320	\$ 0	\$7320	\$183 per kit x 4 Schools x 10 classes each, including curriculum, visuals, pre/post program survey,
Travel	\$ 0	\$ 0	\$0	
Other	\$ 420	\$ 0	\$420	Training costs including pay for Personal Trainer and Dietitian (\$20 per/hr x 2 hrs x 4 schools)
Total	\$9800	\$200	\$10000	<input type="button" value="Calculate Totals"/>

Breakout of nutrition vs. physical activity expenses. Must equal 100%:

55 % Nutrition expenses *

45 % Physical activity expenses *

Breakout of education vs. equipment expenses. Must equal 100%:

91 % Education *

9 % Equipment and overhead *

Optional - briefly describe additional sources of your funding (if any).
 Bullet points and/or brief phrases are encouraged.

The City of Brownsville will make an in-kind contribution of \$500 to rent space at the Brownsville Farmer's Market for the Healthy Meals Cook-Off.

Channel 12 TV will make an in-kind contribution of \$4500 for pre and post production of the Healthy Meals Video

University will donate pedometers
 (Limit: 300 characters - approx 50 words)

Conclusion

Why is this program worthy of a Champions Grant? What makes it unique, innovative and exemplary?
 Note: Do not repeat information shared earlier in the application. *

The City of Brownsville is worthy of receiving a \$10,000 Champions Grant because hundreds of thousands of community members and visitors will be exposed to the City's youth working towards supporting City wide efforts in creating a better Brownsville through "sustainable improvements in preventable health conditions."

In 2009, hundreds of community members worked together to form a master plan that would assist the City with providing a foundation for guiding the future growth and development of the City that is consistent with the vision and goals of the community.

Stakeholders include: local government officials, medical personnel, business
 (Limit: 1200 characters - approx 200 words)

If selected to receive a Champions for Healthy Kids grant, this organization agrees to complete all requests for information and evaluation data in a timely manner, before, during and after the grant period. *

Save or Submit

Click *Save & Update* if you plan to complete and finalize it later. If the above is

correct and complete, click *Finalize and Submit*, and you will receive on-screen confirmation that your application has been submitted successfully.

Save & Update

Finalize & Submit