

SAMPLE PROPOSAL FOR The OrganWise Guys Comprehensive School Program

Project Narrative

Organizational Picture:

(School name) is (describe your school – cultural, economic, etc. makeup, describe challenges and opportunities that make your school unique, etc.). Our school community is committed to improving the health status of all of our members – students, teachers and parents. In particular, we understand that a healthy student is a better student, and that in order to realize a healthy student body, we must incorporate nutrition and healthy living concepts into our school day as well as provide an environment that supports the desired behavior changes. After researching our options, the intervention we propose is The OrganWise Guys Comprehensive School Program (OWG CSP) due to its strong evidence-base, it's child- and teacher-friendly materials and its capacity to be both flexible and sustainable long-term. Specifically, OWG CSP synergizes the nutrition education intervention models used in the Healthier Options for Public Schoolchildren (HOPS) Study and the W.K. Kellogg Foundation (WKKF)-funded Delta HOPE Tri-State (LA, AR, MS) Healthy Options for People through Extension (HOPE) Initiative. OWG CSP thematically integrates an evidence-based set of interventions including nutrition and healthy lifestyle educational curricula focusing on core principles of healthy living (high fiber, low fat, lots of water, exercise) and eating (nutrient-dense foods), nutritious dietary offerings in school cafeterias (and other feeding institutions, particularly those that participate in the USDA feeding and nutrition education programs) that model classroom based and parent nutrition education programming, increased physical activity, and other school based projects, in a proven-effective manner.

OWG CSP is based on a four-year quasi-experimental study that showed statistically significant improvements in program children's weight and blood pressure measures, as well as higher standardized test scores, compared to outcomes of children in non-program schools (2-4). Evaluation data also show that parents increasingly are engaged with their children's nutrition and healthy food choices as a result of the nutrition education resources provided through the schools participating in the OWG CSP (5).

References:

1. Hollar D, Messiah SE, Lopez-Mitnik GL, Hollar TL, Almon M, Agatston AS. The effect of summer vacation on weight and blood pressure in multiethnic elementary aged children participating in a school-based wellness and nutrition program. *J Am Diet Assoc.* 2008;108(9): A12..
2. Hollar D, Messiah SE, Lopez-Mitnik G, Almon M, Hollar TL, Agatston AS. Effect of an elementary school-based obesity prevention intervention on weight and academic performance among low income children. *American Journal of Public Health.* 2010;100: 646-653.
3. Hollar D, Messiah SE, Lopez-Mitnik G, Almon M, Hollar TL, Agatston AS. Effect of a school-based obesity prevention intervention on weight and blood pressure in 6-13 year olds. *Journal of the American Dietetic Association,* 2010;110 (2), 261-267.
4. Hollar D, Lombardo M, Lopez-Mitnik G, Almon M, Hollar TL, Agatston AS, Messiah SE. Effective multilevel, multi-sector, school-based obesity prevention programming improves weight, blood pressure, and academic performance, especially among low income, minority children. *Journal of Health Care for the Poor and Underserved* 21 (2010); 93.108
5. Lombardo, M. The Delta H.O.P.E. Tri-State Initiative. Presented at: 2008 Annual Meeting of the American Public Health Association, San Diego, CA.

Project Description:

Background/Need

Obesity has risen to epidemic proportions in the United States. This escalating problem carries with it significant costs, both in terms of dollars and lives. The number of overweight youth continues to rise, with African American and Hispanic children disproportionately affected by the problem. In addition,

- Childhood obesity has doubled in the past 20 years; adolescent obesity has tripled.
- Common medical problems associated with childhood obesity include hypertension, Type 2 diabetes, asthma, sleep apnea, growth acceleration, and musculoskeletal and psychological problems.
- **(put in your state's obesity rates) ***
- Forty-three percent (43%) of four-year-old African American children are obese.
- Eighty percent (80%) of overweight 12-year-old children will become obese adults.
- One in four obese children has early signs of Type 2 diabetes.
- **(put in your state)** has **(put in your state %)** death rates in the United States from diabetes.
- Spontaneous activity declines 50% from ages six to 16 years.
- Obesity-related diseases account for nearly **(put in your state info)** healthcare budget.
- Nationally, annual hospital costs for obesity-related disorders in children and adolescents are estimated to be \$127 million.

To find out what this is, a helpful resource is: <http://healthyamericans.org/reports/obesity2010/>

Lifestyle choices made at early ages have a direct impact on health in adulthood. There is general agreement by experts that prevention of obesity is easier than treatment. To prevent child and adolescent obesity, healthful behaviors must be introduced, modeled, and reinforced early in childhood. Healthy eating and physical activity are important life skills that help children grow and prevent them from developing health problems, such as obesity, later in life. Teachers need additional resources to increase nutrition knowledge, improve eating habits, and increase physical activity of elementary school students but these resources must be easily integrated into their already busy day and keep students on task.

Program Goals and Objectives

Goal 1: Promote lifelong healthy eating habits and physically active lifestyles for **(put in your School's name)** children and their families.

Objectives:

Youth in grades Pre-Kindergarten through 5th grade will:

- Increase their basic nutrition knowledge.
- Increase their level of physical activity by incorporating 10 minutes of physical activity into the student's day while also keeping them on task in academics through WISERCISE.
- Learn about the importance of making healthy food choices and being physically active.
- Learn about the digestive system of the human body.

Goal 2: To motivate the whole school community - principals, teachers, parents and students - to embrace and implement a school-based wellness intervention that will help to change the school environment by promoting healthy eating habits and a physically active lifestyle, and that is easy for teachers to incorporate into their core curriculum objectives.

Objectives:

- Secure The OrganWise Guys CSP
- Conduct pretests on nutrition knowledge and physical activity levels of students.
- Have a school nurse, motivated teacher, parent or other individual deliver the school assembly kick-off – this will also serve as training for teachers to do the presentation in individual classrooms as well.
- Plan a parent PTO wellness presentation that highlights materials and discusses the need to work as team to follow through on the wellness policy (optional).

Program Description

Becoming an Official ORGANWISE School!

(**School name**) desires to be an OrganWise School and will commit to full implementation of the program. An appropriate individual from our school community will present the “Smart From the Inside Out” school assembly to grades PK-2 and “Basic Training for Better Health” school assembly to grades 3-5 to see if the students have what it takes to become official members of The OrganWise Guys Club! (This assembly will be scheduled close in date to a teacher training and ideally presented by the person coordinating the project or other enthusiastic individual.)

Upon passing the test given at the school assembly, the students will win unbelievable prizes for their school. (The assembly is done in the format of a game show.) The grand prize . . . an OrganWise Guys Core Kit to be used by teachers and students for years to come!

Once the school becomes an “official” ORGANWISE School, their media center will receive the following list of materials. (Note: The materials below span from grades PK-5th grade and constitute the NON-CONSUMABLE items that can be used year after year. Teachers will check items out for use in their classrooms.):

The OrganWise Guys Core Kit

- Set of eight new OrganWise Guys DVD’s \$107.60
- *Shorts!* (72 OrganWise Guys Vignettes) DVD \$ 49.95
- Keeping the Beat Music DVD \$ 13.95
- Keeping the Beat Music Soundtrack (for use in music class) \$ 13.95
- Heart to Start Kit 1 (**Kindergarten**) \$ 49.95
- Heart to Start Kit 2 (**Kindergarten**) \$49.95
- Hardy Heart Younger Years Kit – (**1st grade**) \$49.95
- Calci M. Bone Younger Years Kit – (**1st grade**) \$49.95
- Windy, the Lungs Younger Years (**1st grade**) \$49.95
- Sir Rebrum Younger Years Kit (**2nd grade**) \$49.95
- Madame Muscle Younger Years Kit (**2nd grade**) \$49.95
- The Kidney Brothers/Peri \Younger Years Kit (**2nd grade**) \$ 49.95
- Large Little Organ Annie \$199.00
- Large Little Organ Andy \$199.00
- *How to be Smart from the Inside Out* hardcover book \$ 17.95
- *Basic Training for Better Health* hardcover book \$ 17.95
- *The Healthy Heart Challenge* hardcover book (**3rd grade**) \$ 17.95
- *Pepto’s Place* hardcover book (**4th grade**) \$ 17.95
- *Balancing the Energy Equation* hardcover book (**4th grade**) \$ 17.95
- *Undercover Diabetes Agents* hardcover book (**5th grade**) \$ 17.95

- *Train Your Brain for Success* hardcover book \$ 17.95
- 4 OrganWise-ology CD-Rom \$ 99.80
- Set of 5 OrganWise Guys Nutrition Message Posters \$ 19.95
- Set of 5 OrganWise Guys Physical Activity/Nutrition Posters \$ 19.95
- *MyPyramid Cafeteria Banner* \$125.00
- Smart From the Inside Out School Assembly Kit \$ 75.00
- Basic Training for Better Health School Assembly Kit \$ 75.00
- DVD to train teachers on how to implement the materials FREE

Total for Core Kit \$1523.40

Description of Materials:

The Core Kit

The classroom curriculum consists of the multi-media Core Kit , which brings the body to life and facilitates the communication of important nutrition and health issues in a manner understood by children. This innovative, stand-alone curriculum is sustainable long-term because it requires little implementation assistance and is linked to core curricula school standards, thus allowing health and nutrition concepts to be integrated easily into academic core subjects such as math, science, and language arts. The K-2 curricula are available in *English* and *Spanish*. The healthy eating and physical activity curricula includes lesson plans and a teacher training DVD. Each year, the materials build upon concepts learned as children progress from pre-kindergarten through fifth grade. (Specific items listed above.)

WISERCISE! (Optional)

The non-consumable WISERCISE! kits below are for use in the classroom. There are two levels (K-2 and 3-5). The K-2 version can also be modified for use with pre-school.

To incorporate nutrition into the classroom at least 3 times a week, along with physical activity, **each** teacher will receive a WISERCISE! kit. This program begins with a “cadence” style warm-up emphasizing healthy nutrition and lifestyle choices each day with students reciting the four OrganWise Guys rules of “low-fat, high-fiber, lots of water and exercise.” The teacher will lead the class in lessons, as students remain physically active. For example, in *Shopping We Will Go*, students sing and march in place as they pretend to be grocery shopping for healthy foods. Another activity includes using their spelling words in a sentence with either a fruit or vegetable while performing a physical activity.

Each WISERCISE! kit is an all-inclusive, ready to use curriculum that is designed for use throughout the school year. The kit comes with grade specific activities, a tracking calendar and stickers that focus on healthy nutrition and lifestyle behaviors. **Price per classroom \$29.95** (quantity discounts available)

Individual Grade Specific Companion Activity Books (Optional)

The items below are for each individual student to use during the school year as the teachers progress through the lessons. Each student activity book is 20-28 pages (depending on grade level).

These individual, grade specific activity books extend the nutrition lessons and healthy lifestyle behavior messages taught in the curriculum materials (without teachers having to make copies, thus increasing their usage). These educational reinforcements allow each child to complete activities with their teacher or independently, thus providing another channel for learning while complementing any teacher’s lesson plan. Several of the lessons can be given as homework assignments from teachers as

well, thus bringing these nutrition messages home to the families. (Upon completion, these books are excellent “take home” tools that encourage discussion of the health behaviors learned.)

Kindergarten: Heart to Start Kits Companion Activity Book

1st Grade: Hardy Heart, Calci M. Bone, Windy Companion Activity Book

2nd Grade: Sir Rebrum, Madame and Kidney Brother/Peri Companion Activity Book

3rd Grade: The Healthy Heart Challenge Companion Activity Book

4th Grade: Pepto’s Place Companion Activity Book

5th Grade: Undercover Health Agents Companion Activity Book

NOTE: • Pricing varies depending on total quantity of books per school

• Quantity discounts are available

• 10% Shipping and handling will be added to total

If you would like to receive a quote that includes quantity discounts based on your schools’ numbers (classroom and students), please use the form on the last page of this document.

Foods of the Month (FoM) Club

The FoM Club complements the classroom-based Core Kit by integrating USDA Foods (“commodities”) and feeding program/foodservice personnel in a school-wide social marketing campaign for nutrient-rich foods. The evidence-based FoM social marketing program promotes good nutrition by focusing on nutrient-dense, healthy foods and food groups (such as whole grains, reduced fat dairy, lean proteins, good fats, cruciferous vegetables) through monthly dissemination of FoM parent/adult newsletters (in *English* and *Spanish*) and student activity packets, posting of cafeteria cards and posters, and dissemination of other healthy handouts for parents/care-givers, teachers, and staff. The *In Search of MyPyramid* assembly kit, which teaches children and adults about the components of the USDA MyPyramid and eating and physical activity behaviors to ensure optimal health, also is included in the kit for foodservice professionals (the nutrition experts on campus) to use to present important nutrition information to schoolchildren. Experiential food education is encouraged through tastings of nutrient-rich foods that are highlighted each month, often facilitated through partnerships between foodservice personnel and Cooperative Extension, if desired.

Additional Items:

In addition to these materials, there are free downloads to enhance and evaluate program effectiveness at <http://www.organwiseguys.com/TeacherTools.html>

These items include:

- live trainings
- teacher lesson plans for each of the materials
- links to national curriculum standards to highlight how the materials fit into core requirements
- pre/post knowledge assessments for each grade level
- Teacher implementation surveys
- Sample calendars for teachers to track usage of materials

Teacher Training:

A designated representative from (**School’s Name**) (or, if partnering with University Extension Services, a local nutrition expert), will be assigned the enjoyable duty of being the “authority” on The OrganWise Guys Program. This person will use the assembly kits provided in the Core Kit of materials to deliver the program (live trainings are available, <http://www.organwiseguys.com/TeacherTools.html>)

Once the teachers have been trained and the students and school have been accepted as an official “OrganWise Guys School,” the teachers (and/or Extension agent) continue to implement the nutrition education and physical activity lessons using the materials throughout the school year. Incentives for schools that show model implementation are suggested as ways to keep schools motivated. **(See optional items listed below for grant budget if deemed necessary.)**

Project Evaluation

(Note: this is a sample of what types of evaluation you can conduct. Feel free to use the tools that are available free of charge on our website.)

The Logic Model of educational program evaluation will be used to evaluate the project. The school’s designated program coordinator and her team will be responsible for coordinating the program evaluation, analyzing the data, and developing reports. This does not have to be complicated or arduous, but most funders will want to see some evaluation to show their money is being well spent. To assess program outcomes, data will be collected from participating students to identify program effectiveness and knowledge gained, using age-appropriate methods. (see downloadable knowledge assessment tests that are available for each grade level.)

This is a great way to collect baseline data that can be compared to knowledge gained (using the same assessment tool as a post test) at the end of the evaluation period. Additionally, anecdotal data will be sought from participating teachers exploring the occurrence of healthy behavioral changes or other outcomes of participating children following The OrganWise Guys experience.

Opportunities to enhance the effectiveness of all components of this project will be ongoing. Because this is a proven educational program in other states, substantial improvements have already been incorporated into the program. Student, teacher, and parent evaluations will provide insight into the effectiveness of the educational methods and provide guidance for altering/adapting methods and materials.

Project Budget

Using the Core Kit school budget (\$1523.40) or the Core Kit plus optional items (\$1523.40 + WISERCISE! + Student Activity Books) as a starting point, develop your budget. You will need to figure in all of your internal operating/evaluation costs and add to the budget. Below are some additional suggestions for possible items.

Additional incentive items: (also visit www.organwiseguys.com for a variety of OWG materials)

- Fruit and Veggie 10-Week Tracking Poster with Stickers (One set/classroom - can also be used as an evaluation tool for tracking fruit and vegetable consumption.) \$7.95/set
- Healthy Behavior Sticker Variety (35 stickers/sheet) \$2.00/sheet
- The OrganWise Guys Variety Bookmarks \$59/pack of 100

Note: The OrganWise Guys materials do have quantity discounts as follows:

- 10-30 10% Discount
- 31-100 20% Discount
- 101+ 30% Discount

Also, be sure to add 10% of the total for shipping and handling.



____ Please send me a quote to get **The OrganWise Guys Core kit** for my school

School Name: _____

Address: _____

Phone: _____

Fax: _____

Contact Name: _____

E-mail: _____

Do you want WISERCISE? (If yes fill in Number of Classrooms)

K _____

1st _____

2nd _____

3rd _____

4th _____

5th _____

Do you want individual student activity books? (If yes, fill in Number of Students per grade level)

K _____

1st _____

2nd _____

3rd _____

4th _____

5th _____

**Simply fax this page to 770-495-0375
or email form to sales@organwiseguys.com**