

SAMPLE PROPOSAL FOR

The OrganWise Guys
School Intervention Project
for (SCHOOL NAME)

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 dedicated to increasing the well being of all of our members and we are committed to making these changes part of our school’s culture. In particular, we understand that a healthy student is a better student, and that in order to realize a healthy student, we must have resources to educate on health and nutrition as well as provide an environment that supports those behavior changes.

The intervention we propose is modeled after the successfully evaluated Delta H.O.P.E. (Healthy Options for People through Extension) Tri-State Initiative (Arkansas, Louisiana and Mississippi), which saw the implementation of educational programming to reduce the prevalence of childhood obesity across the three state delta regions. Funded through the W.K. Kellogg Foundation, this four-year project focused on 85 schools in the tri-state Delta region utilizing the nutrition and physical activity curricula and tools, *The Organ Wise Guys*. HOPE has been awarded the highest rating of GOLD from the Cooper Institute for a program “with the greatest potential to help reduce childhood obesity.” They were also selected as a national winner of the Department of Health and Human Resources’ *Innovation in Prevention* Award for a school-based program.

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.

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.

Operational Plan

The OrganWise Guys year-round program will provide an experiential educational outreach to our school that will promote the wellness and well being of children, with a focus on childhood obesity.

Program Goals and Objectives

Goal 1: Promote lifelong healthy eating habits and physically active lifestyles for **(put in your school)** 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.
- 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 OrganWise Guys Core Package School Kits
- 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.

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 Package School Health 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:

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 Elementary School Kit Package

• Set of eight new OrganWise Guys DVD's	\$107.60
• <i>Shorts!</i> (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 – (1 st grade)	\$ 49.95
• Calci M. Bone Younger Years Kit – (1 st grade)	\$ 49.95
• Windy, the Lungs Younger Years (1 st grade)	\$ 49.95
• Sir Rebrum Younger Years Kit (2 nd grade)	\$ 49.95
• Madame Muscle Younger Years Kit (2 nd grade)	\$ 49.95
• The Kidney Brothers/Peri \Younger Years Kit (2 nd grade)	\$ 49.95
• Large Little Organ Annie	\$199.00
• Large Little Organ Andy	\$199.00
• <i>How to be Smart from the Inside Out</i> hardcover book	\$ 17.95
• <i>Basic Training for Better Health</i> hardcover book	\$ 17.95
• <i>The Healthy Heart Challenge</i> hardcover book (3 rd grade)	\$ 17.95
• <i>Pepto's Place</i> hardcover book (4 th grade)	\$ 17.95
• <i>Balancing the Energy Equation</i> hardcover book (4 th grade)	\$ 17.95
• <i>Undercover Diabetes Agents</i> hardcover book (5 th grade)	\$ 17.95
• <i>Train Your Brain for Success</i> 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
• <i>MyPyramid Cafeteria Banner</i>	\$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 school kit **\$1523.40**

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.

In addition to these materials, there are free downloads at *www.organwiseguys.com* to enhance and evaluate program effectiveness. These items include:

- teacher lesson plans for each of the materials
- links to national curriculum standards to highlight how the materials fit into core requirements
- pre/post tests of all materials to assess student knowledge
- pre/post knowledge assessments for each grade level:
 - [Kassessment.pdf](#)
 - [1st grade assessment. pdf](#)
 - [2nd grade assessment.pdf](#)
 - [3rd grade assessment. pdf](#)
 - [4th grade assessment. pdf](#)
 - [5th grade assessment. pdf](#)
- Teacher implementation surveys [OWG Teacher Survey.pdf](#)
- Sample calendars for teachers to track usage of materials [Teacher tracking calendar.pdf](#)
- Information on awards bestowed on this model project (to include in grant application):
 - [Cooper Inst. award.pdf](#)
 - [DHHS award.pdf](#)

Teacher Training:

A designated representative from (**School's Name**) will be assigned the enjoyable duty of being the “authority” on The OrganWise Guys Program. This person will do a quick review of the materials, watch a short DVD overview of the materials (portions of this DVD will also be shown to the teachers at a staff in-service meeting) and will become familiar with the free downloadable files on the website.

Parent Meeting:

On the same DVD as the teacher training is a brief adult wellness presentation that can be played at a PTA/parent meeting. The new “Official OrganWise Guys” club members (the student body) will then lead the new parent members in The OrganWise Guys cadence march.

Once the teachers have been trained and the students and school have been accepted as an official “OrganWise Guys School,” the teachers 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 to be put in 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. This covers several of the expectations set out in the “Local Wellness Policy” and provides funders, as mentioned, with some result information. [WellnessPolicyLaw.pdf](#)

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 program 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 for this intervention. 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 OrganWise Guys 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
- OrganWise Guys Variety Bookmarks \$59/pack of 100

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

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

Consulting/Training Available:

The OrganWise Guys Incorporated would be happy to consult on this project by holding a day long “train the trainer” session on delivering school assembly programs and teacher training. The rate is \$1200.00 for the session plus travel expenses.

____ 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