



441 Page Street • P.O. Box 427 • Troy, North Carolina 27371-0427
(910) 576-6511 FAX (910) 576-2044

To: Board of Education

From: Kevin Lancaster

Date: September 12, 2011

Re: Montgomery County Health Department – Consent Agenda Item

Attached you will find the East Middle School Walking Trail Proposal for your consideration.

I will be available to answer any questions that you may have.

This is an action item and will require a vote.



Montgomery County Health Department

217 S. Main Street
Troy, North Carolina
Courier # 03-96-09

Phone 910 572-1393
Fax 910 572-8177
e-mail: julie.clark@montgomerycountync.com

May 13, 2010

Ms. Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, 3rd Floor, D12
Raleigh, NC 27609

Dear Ms. Kolbe:

The Montgomery County Health Department is pleased to submit this grant application in response to RFA #A-208 by the closing deadline of May 14, 2010. The Montgomery County Health Department Tax ID number is 56-6000321.

The Health Department in conjunction with community organizations, agencies and partners is proposing the East Middle School Students Eat Smart, Move More Project. Key partners include the Montgomery County Schools, East Middle School, the Town of Biscoe, and the FirstHealth of the Carolinas 2020 Vision Task Force.

The majority of middle school youth at East Middle School are economically disadvantaged which further limits their access to regular physical activity due to the costs associated with regulated sports activities and transportation barriers. The Eat Smart, Move More Community grant funds provide the optimal opportunity to construct a walking trail on school premises and establish an ongoing walking club which will meet during school hours and be free of charge to all middle school students and community members.

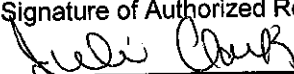
A high level of support has already been given during this planning phase of this grant proposal. Both the school district superintendent and the acting principal of East Middle School have embraced this project at all levels, and significant youth and adult community endorsement has already been achieved. I strongly urge your favorable review and look forward to implementing the East Middle School Eat Smart, Move More initiative.

Sincerely,

Julie Clark
Interim Health Director

Application Face Sheet

This form provides basic information about the applicant and the proposed project with the Physical Activity and Nutrition Branch, NC Division of Public Health, including the signature of the individual authorized to sign "official documents" for the agency. This form is the application's cover page. Signature affirms that the facts contained in the applicant's response to RFA # 208 are truthful and that the applicant is in compliance with the assurances and certifications that follow this form and acknowledges that continued compliance is a condition for the award of a contract. Please follow the instructions below.

1. Legal Name of Agency: Montgomery County Health Department	
2. Name of individual with Signature Authority: Julie Clark, Interim Health Director	
3. Mailing Address (include zip code+4): 217 South Main Street Troy, NC 27371	
4. Street Address: 217 South Main Street Troy, NC 27371	
5. Contract Administrator:	<ul style="list-style-type: none"> Telephone Number: (910) 572-1393 Fax Number: (910) 572-8177 E-mail Address rhonda.peters@montgomerycountync.com
6. Agency Status (check all that apply): <input type="checkbox"/> Public <input type="checkbox"/> Private Non-Profit <input checked="" type="checkbox"/> Local Health Department	
7. Agency Federal Tax ID Number: 56-6000321	8. Agency DUNS Number: 025384603
9. Agency's URL (website): <u>www.montgomerycountync.com</u>	
10. Agency's Financial Reporting Year: July 1st through June 30th	
11. Current Service Delivery Areas (county(ies) and communities): Montgomery County	
12. Proposed Area(s) To Be Served with Funding (county(ies) and communities): East Middle School, which serves youth from Star, Biscoe and Candor	
13. Amount of Funding Requested \$20,000	
14. Projected Expenditures: Does applicant's state and/or federal expenditures exceed \$500,000 for applicant's current fiscal year (excluding amount requested in #12) Yes <input checked="" type="checkbox"/> x No <input type="checkbox"/>	
The facts affirmed by me in this application are truthful and I warrant that the applicant is in compliance with the assurances and certifications contained in NC DHHS/DPH Assurances Certifications. I understand that the truthfulness of the facts affirmed herein and the continuing compliance with these requirements are conditions precedent to the award of a contract. The governing body of the applicant has duly authorized this document and I am authorized to represent the applicant.	
15. Signature of Authorized Representative: 	16. Date 5/13/10

REQUIRED APPLICATION COMPONENTS

Project Summary:

The Montgomery County Health Department and community partners propose **East Middle School Students Eat Smart, Move More** including the construction of a 1/2 mile walking trail on school premises and the establishment of a student walking club to increase access and participation in regular physical activity by middle school students.

Statement of Need: (10 points)

The FirstHealth 2020 Task Force engaged in a thorough assessment of socioeconomic and environmental factors at both middle schools in the county, and determined that the construction of a walking trail and establishment of a walking club would be most beneficial for the students at East Middle School due to the economic disadvantage and limited access to formal recreational opportunities in the area. This intervention targets approximately 500 students currently attending East Middle School, and the many other students who will attend the school in ensuing years. There are currently 480 students enrolled, of which 47% are Hispanic, 35% are Caucasian, 15% are African-American, and 3% are other. As of May 2010, more than 80% of East Middle School students received free or reduced lunch.

NC-NPASS data revealed that 39.2% of children ages 2-18 were overweight or obese in Montgomery County for the year 2008, as compared with the state percentage of only 33.9% for the same age group and time. BMI measurements gathered by the school nurses and the School Based Health Centers in 2008 indicate that 172 students at East Middle School have BMIs greater than 85%. Of those, more than 100 have BMIs greater than 95%.

Community residents, county leaders and youth participants have all recognized the lack of physical activity and recreational opportunities available in Montgomery County. Increasing opportunities for regular physical activity and recreation was adopted as a priority by Montgomery County in the 2008 Community Health Assessment. Montgomery County has a large amount of land mass, but it is a very rural county with no public transportation available. Furthermore, due to budget constraints, the county's

Park and Recreation Department was eliminated in the spring of 2009. Outside of school sponsored activities, there are no afterschool programs or centers (such as a YMCA, or a Boys and Girls Club), nor are there other active venues such as skating rinks or bowling alleys in the county.

Youth participating in focus groups during the assessment process identified obesity as one of the biggest health issues facing teenagers. They further stated that staying active and fitting regular physical activity into their daily schedule would help to combat the problem. Respondents also indicated their interest in participating in non-competitive sports citing factors such as the disappointment for not being chosen to be part of school team.

Through visual assessment of East Middle School property, it was determined that although there is a prevalence of open space, it is not conducive to walking in its current state. The school does sponsor several athletic sports teams, but in order to participate, students must try-out and be selected for participation, and not every student will be chosen. Additionally, if a student is involved in sports and athletics at the school, there are associated fees that can also be a barrier. The construction of a walking trail and implementation of a walking club is a free, non-competitive sport in which students with all different levels of physical fitness can engage.

Having regular access to a safe walking trail will guarantee that all middle school students have the opportunity to participate in physical activity regardless of their athletic ability or family income. The establishment of an ongoing walking club at the school will provide friendship, social support and motivation for the adoption and maintenance of a regular walking routine.

Project Description: (20 points)

Through **East Middle School Students Eat Smart, Move More**, a ½ mile walking trail will be constructed on the premises of East Middle School. Use of the trail will be incorporated into the exploratory period during the school day, and teachers will explore opportunities to include it in their classroom lesson plans. An ongoing walking club for students will be established, and an incentive-based competition will be conducted to peak student interest and participation in the walking club. Therefore, approximately 500 current students will have increased access to opportunities for regular physical activity through changes to the built environment, and a program geared to increase physical activity through group activity, social support, and consistent motivation. This project aligns with The Task Force on Community Preventive Services recommendations related to the creation of or enhanced access to places for physical activity based on strong evidence of their effectiveness in increasing physical activity and improving physical fitness. Likewise, the Task Force also recommends implementing efforts made in the community setting to provide social support for increasing physical activity based on strong evidence of their effectiveness.

A project team consisting of teachers, staff, students, parent representatives, Biscoe Town Manager, and 2020 task force members will be established to spearhead the implementation of both the trail and the walking club. The project team will appoint a construction task force and a walking club task force to maximize efficiency and resources. Both task forces will operate independently and then reconvene with the entire project team for feedback and progress updates. A youth leader for the walking club will be appointed through the discretion of the administration and school nurses at

East Middle School for the first year, and will be selected by student vote in ensuing years. The youth leader will serve on the project team as well as lead the walking club under the supervision of the club advisor. The youth leader will recruit at least two other students to serve on the project team. All students serving on the project team will solicit peers for feedback and then share that feedback with the project team in order to design a trail, walking club, and competition that will be utilized by the students.

During the construction phase of **East Middle School Students Eat Smart, Move More**, a one-half mile walking trail will be constructed on the premises of East Middle School. The construction task force, under the leadership of the Town Manager for the Town of Biscoe, will oversee the construction of the trail and will assess the school grounds to determine the best location and layout, as well as course and edging materials (such as wood bark, gravel, or crusher run). Construction task force members will also explore walking trails at schools in other areas of the state to serve as an example. In-kind donations provided through the Montgomery County Schools, Town of Biscoe, and other community partners will assist in the clearing and leveling of land needed for laying the trail, as well as future maintenance and upkeep.

Recruitment and planning for the walking club will begin during the construction phase of **East Middle School Students Eat Smart, Move More**. Health educators with the Montgomery County Health Department and representatives from the FirstHealth 2020 Task Force will collaborate to provide educational outreach and support for students and staff before the walking club is implemented.

During the implementation phase of **East Middle School Students Eat Smart, Move More**, a walking club will be initiated and will become an ongoing function of the

physical education classes at East Middle School, complete with a teaching advisor for the group. Physical activity teachers will incorporate use of the trail into their class time, and will host the evaluation group- a group that will wear accelerometers continuously for seven consecutive days and participate in pre and post surveys. In addition to physical education class time, the walking club will meet at least three days per week during after-school hours. Parents will be encouraged to participate in the club with their children, although parent participation will not be mandatory for club membership.

To peak student interest and participation, the walking club will sponsor a "Walk Across North Carolina" competition at the initiation of the club. Students will be provided with walking logs on which to record the number of minutes spent walking on any given day, and individual maps of North Carolina. For the purposes of the competition, every minute of activity will be considered the equivalent of having walked one mile across the state. These maps and walking logs will be stored in a club notebook and housed in the club's meeting room, or in the classroom of the club's advisor to ensure that they are not lost or otherwise destroyed. All walking club participants will be able to earn prizes for their participation as they arrive at five specified destinations across the state. Top ten awards will be presented to the first ten students completing the walk across North Carolina. Prizes and awards may include the opportunity to have lunch with the principal or the district superintendent, recognition on the school webpage and a school bulletin board, and other tangible items such as t-shirts, pencils, notebooks, water bottles and other items as determined based on funding availability and youth recommendations. A large North Carolina map and signage encouraging participation and highlighting progress in the walking club and

competition will be posted in a common area of the school to encourage student participation from all grades and to further engage school staff and visitors.

In addition to the construction of the trail and implementation of the walking club, local school policy will ensure students will have the opportunity to use the trail during the exploratory period of the regular school day and encourage teachers to incorporate use of the trail into lesson plans. Health Educators with the Health Department and FirstHealth of the Carolinas will provide training for teachers to enable them to increase trail usage during their instructional time. Finally, East Middle School administrators will explore the option to sign a Joint Use Agreement giving members of the community access to the trail during after school hours, weekends/holidays and summer hours.

Promotion and Communications Plan: (10 points)

Target Audience #1: Middle School Students at East Middle School

Middle school students will be informed of the construction of the walking trail and the establishment of the walking club through classroom announcements, additions to the school website, bulletin boards, and student email. Student progress and achievements made through the walking club will be recognized during the school's regularly scheduled awards ceremonies which are held every quarter during the school year. Additionally, promotional signage and bulletin boards will highlight student success.

Target Audience #2: Community (Parents, Neighbors, PTO Members, Community Leaders, and Key Stakeholders)

Press releases and bilingual parent newsletters will be developed during all stages of the initiative including (1) announcement of grant award, (2) recruitment for project team participation, (3) progress on the construction of trail, (4) grand opening of trail and competition phase kick-off, (5) mid-point progress of competition, (6) conclusion of walking competition, and (7) encouragement to continue walking after the competition phase has ended. This information will be disseminated through school websites, two local newspapers, the annual State of the County Health Report, the county e-newsletter, and various other email list-serves serving the county (such as the Chamber of Commerce). Press releases and bilingual parent newsletters will also encourage parents and community members to serve on the steering committee, to walk with students on the trail, and to be involved in all facets of the trail development and walking club. Additionally, bilingual promotional signage will be placed throughout the school.

Evaluation: (10 points)

Recruitment Strategies. By August of the grant year, physical education teachers will adopt **East Middle School Students Eat Smart, Move More** as part of the core requirements for all sixth, seventh, and eighth grade students. All students in physical education classes will receive walking logs on which to record time engaged in walking. Also by August, teachers will specifically identify enough sixth grade classes to total approximately 100 students to serve as the "evaluation group" for the initiative. Physical education teachers will be responsible for the distribution and collection of permission forms and survey instruments for the identified evaluation group. At a date mutually beneficial to physical education teachers and Robert Wood Johnson representatives, all students in the evaluation group will be required to wear accelerometers continuously for a period of seven consecutive days as a classroom assignment.

Project Evaluation. By mid-October of the grant year, environmental outcomes (construction of the walking trail) will be documented with photography which will be shared on school websites, in news releases, and through various other venues as deemed appropriate. By December, a copy of the written school walking policy will be collected and shared with all key stakeholders.

To be considered a success, the walking club will attract and retain thirty middle school students that participate regularly during after school hours from October through May of the grant year, and throughout the entire year annually thereafter. Walking logs collected from club members will show that members walk at least three days per week, for a minimum of thirty minutes each day. Additionally, walking logs collected through

the Physical Education Department will show that at least one hundred physical education students will have walked across the state of North Carolina as described in the competition guidelines.

Partner Feedback. The project team for **East Middle School Students Eat Smart, Move More** will meet monthly beginning in July of the grant year to plan and coordinate initiative efforts, and to ensure that the project is proceeding on schedule. A portion of these monthly meetings will be designated for the discussion of opportunities, challenges and barriers that have presented during the month. The committee will use the chance to mitigate issues to the best of their ability. Additionally, email communication will be encouraged by all committee members (youth and adult alike) during all facets of the program to ensure prompt response to any areas of concern or issues that need immediate attention. In May of the grant year, a specially called evaluation meeting will be held, and all partners will be invited to attend. Prior to the meeting, all project team representatives and invited guests will be requested to complete a written evaluation tool identifying strengths, weaknesses, challenges and opportunities of the project. The final meeting will focus on compiling these evaluations and addressing any lingering areas of concern. Written documentation of this evaluation meeting, as well as supporting documentation of the construction of the walking trail, the implementation of the walking club, and the school walking policy will be provided to all key stakeholders and partners by May 31st.

Sustainability: (10 points)

Funding sought through the Eat Smart, Move More Community grants will provide for the construction of the trail and the implementation of a walking club. Maintenance and upkeep of the walking trail will be completed by Montgomery County School personnel and supported by in-kind donations from various community partners. East Middle School students will work through various classes, including Art and Shop, to create signs and artwork to beautify the course. Other classes will build benches and/or picnic tables to further entice walkers to use the trail. Involving the students in the design and maintenance of the course will further secure ongoing participation. In future years, the trail will be enhanced by the addition of a fitness cluster at the beginning or end of the trail where walkers can work on their cardiovascular endurance and muscular strength.

The walking club will be an official school club and ongoing afterschool activity. The principal at East Middle School will appoint a teacher to serve as advisor for the club during every school year. Additionally, Health Promotion Staff with the Montgomery County Health Department and other representatives from the 2020 Task Force will provide ongoing technical assistance as needed.

Use of the walking trail will be incorporated into the standard course of study and class requirements by all physical education teachers for all grade levels at East Middle School. All teachers will be encouraged to incorporate the use of the walking trail into their lesson plan and share success stories to further encourage participation by other teachers. Some examples of potential ways to incorporate the trail into various subject areas include computer classes developing motivational signage and flyers, English

classes composing essays on the importance of regular physical activity, and math classes calculating mileage and other mathematical equations. Health educators with the Montgomery County Health Department and FirstHealth of the Carolinas will collaborate to conduct a teacher training with all current teachers and as-needed with new hires as requested by the administration of East Middle School.

The school walking policy will ensure the maintenance of the trail, the adoption of a walking club as a continuous school function, and the provision of regular opportunities for students to use the trail.

Attachment A: Collaboration and Capacity

Collaboration and Capacity (Attachment A): (20 points)

Partnership Description:

Partners for the East Middle School Students Eat Smart, Move More project include the Montgomery County Health Department, the FirstHealth 2020 Vision Task Force, the Montgomery County Schools, East Middle School, FirstHealth School Based Health Centers, the Town of Biscoe, and youth representatives from the target population. Representatives from these agencies and committees have worked together for several years on successful projects targeting the prevention and reduction of overweight and obesity and have established a mutually beneficial working relationship.

The Montgomery County Health Department will serve as the fiscal agent for the intervention, and together with representatives from the FirstHealth 2020 Vision Task Force, will take the lead in planning and implementing the proposal. The district superintendent for Montgomery County Schools has fully endorsed the proposal, and administration from East Middle School is equally supportive. Youth representatives are eager to begin the project and the Town Manager for the Town of Biscoe is excited to lend his expertise.

Partner Information:

Partner #_1_

Representative/Title: Rhonda Peters, Public Health Educator II, Program Coordinator

Organization: Montgomery County Health Department

Role/Commitment(s) The Health Department will act as the fiscal agent and the program coordinator for the intervention, will serve on the project team, work with RWJ to ensure appropriate evaluation, collaborate with other partners to conduct trainings and staff development for teachers, cooperate with program partners to write promotional articles and media messages, and assist in the planning of kickoff and celebratory events for the walking club.

Briefly describe how this partner supports eating smart and moving more in their organizations through policy and environmental change:

The Montgomery County Health Department and the Health Promotion program advocates for policy and environmental changes in the areas of nutrition and physical activity with various populations and in various settings. In 2008, the department collaborated with StarWorks, the Council on Aging, and the Troy-Montgomery Senior Center to submit a grant proposal (for which they were awarded funding) to construct a 1/8 mile eco-friendly walking trail on the premises of the facility. Made of recycled truck tires, the low-impact walking trail is designed to lessen stress and impact that occurs while walking on concrete or asphalt. Additionally, the Health Department and its partners formed a senior walking club to coincide with the construction of the trail. Health Promotion staff worked to establish a County Employee Wellness Committee through which they have been able to pass policies to allow employees a thirty-minute walking break and ensure the inclusion of healthy foods at county meetings and other county

sponsored events. The department has also partnered with various faith communities to pass healthy eating policies. Through collaboration with the Montgomery County Cooperative Extension Service and Mt. Gilead Elementary School, the Health Department implemented "Operation Fit Kids"- a six-week program educating students about the importance of making healthy food choices and increasing their level of physical activity.

Partner # 2

Organization: FirstHealth 2020 Vision Committee

Representative/Title: Roxanne Leopper, Policy Director

Role/Commitment(s) Committee members will serve on the project team, collaborate to conduct teacher trainings, participate on the construction task force and the walking club task force, assist with the structuring and implementation of the walking club, and provide educational outreach to students and staff during all phases of the intervention.

Briefly describe how this partner supports eating smart and moving more in their organizations through policy and environmental change: When the FirstHealth 2020 Vision Committee was established in Montgomery County in 2006, the group identified adult obesity, childhood obesity and percent of leisure time spent in physical activity as three priority areas to guide its work. Since then, the committee has collaborated to conduct several successful projects targeting a wide variety of age groups in many different settings in the community. Examples include, but are not limited to, the implementation of Nutrition and Physical Activity Self Assessment for Child Care Centers (NAP-SACC) in seven centers in the county, Family Fun Day- a child health fair providing health screenings and encouraging parents to help their

children be physically active, and the implementation of the In-School Prevention of Obesity and Disease (ISPOD) in county schools. Most recently, the 2020 committee piloted "Destination E"- an eight-week after school program with West Middle School to encourage physical activity and teach students to make healthy eating choices. One hundred students participated in the program which was held three times a week for 45 minutes, of which 30 minutes were dedicated to exercise and 15 minutes to education.

Partner #_3_

Organization: Montgomery County Schools

Representative/Title: Dr. Donna Peters, District Superintendent

Role/Commitment(s) Montgomery County Schools will lend full support to the program, market the intervention through the district website and maintain the trail once it's constructed. The district superintendent will serve as a good role model and participate in at least two group walks with the after school walking club during the school year. School nurses will encourage student participation in the walking club by posting signage in the nurse's station, and advising students to be physically active during nurse visits.

Briefly describe how this partner supports eating smart and moving more in their organizations through policy and environmental change: Montgomery County Schools works to promote healthy eating and increased physical activity in numerous ways. The Child Nutrition Director updates the school district's website with "Families Eating Smart and Moving More for Student Success" parent newsletters every month. Three schools in the district have sought and been awarded funding from the USDA with the "Fresh Fruits and Vegetables" grant. School nurses worked with the

FirstHealth School Based Health Centers to collect BMIs on every student in the Montgomery County School system in 2008, and update those measures annually. In March 2010, one elementary school implemented the "Healthy Eating/Active Play" (HEAP) program with first grade students. All elementary school teachers have been trained and given materials to implement "Energizers" during their regular class schedule.

Partner #_4__

Organization: East Middle School

Representative/Title: Mrs. Joan Frye, Acting Principal

Role/Commitment(s) East Middle School will be the host site for this intervention.

Administration and key staff will serve on the project team. The principal will appoint a teacher to be the walking club advisor and will serve as a good role model by participating in a group walk with the afterschool club at least once per month. The school principal will also oversee the passage of a local school walking policy. Physical education teachers will incorporate use of the walking trail into their class time, utilize walking logs for all class students, choose four classes to serve as an "evaluation group" to ensure all phases of evaluation (pre and post surveys, permission forms, etc) are completed, and require the wearing of accelerometers to be a class assignment for the evaluation group. The walking club advisor will distribute, collect, and store walking logs, as well as track progress in the "Walk Across North Carolina" competition. The walking club advisor will oversee all facets of the walking club and supervise students during their afterschool walks. Youth participants will serve on the project team and solicit feedback from peers and share that information with the project team in order to

help plan and design the layout of the trail, the implementation of the club, and the design of the motivational walking competition. Youth participants will also recruit parent representatives to serve on the project team. Teachers will incorporate usage of the walking trail into their teaching methods and lesson plans.

Briefly describe how this partner supports eating smart and moving more in their organizations through policy and environmental change: East Middle School has supported moving more through the adoption of the SPARK curriculum and participation in ISPOD (In-School Prevention of Obesity & Disease) in 2009. This curriculum trained teachers how to reduce the waiting/standing time during physical education classes so students are always moving. In addition, the school complies with the Healthy Active Children policy to implement at least three segments of 10 minute activity in the classroom. The school encourages healthy eating by working to meet the nutrition standards for reimbursable meals.

Partner #_5_

Organization: Town of Biscoe

Representative/Title: Brooks Lockhart, Town Manager

Role/Commitment(s) Town Manager will serve on the project team and participate in team meetings. Town Manager will lead the construction team in the assessment of school property, exploring walking trails at other schools, determining location and layout of the course, determining the course and edging materials, and scheduling and overseeing the construction of the trail.

Briefly describe how this partner supports eating smart and moving more in their organizations through policy and environmental change: The Town of Biscoe is

committed to promoting a healthy lifestyle in its citizens. Annually, the town allocates funds for the Town Park and other recreational activities. The town has sought and received grant funding through PARTF to revitalize and enhance the Deaton-Monroe Recreational Park. They have recently completed a sidewalk inventory and used that data to actively pursue grant funding through Safe Routes to School and Bicycle and Pedestrian Planning Grants. The Town Manager serves on several local boards and planning committees to foster collaboration between various organizations and to promote the infrastructure needed to support environmental and policy changes at all levels.

Partner #_6__

Organization: FirstHealth of the Carolinas, Montgomery County School Health Centers

Representative/Title: Regina Smith, Family Nurse Practitioner

Role/Commitment(s) Representatives from the School Health Center will serve on the project team and participate in team meetings. Staff will encourage student participation in the walking club by posting motivational signage in the clinic, verbally advising students visiting the health center to be active, and by being good role models and participating in group walks with the afterschool walking club.

Briefly describe how this partner supports eating smart and moving more in their organizations through policy and environmental change: The FirstHealth

Montgomery County School Health Centers have collaborated with many community partners for the past three years to combat the epidemic of childhood obesity. In 2007-2008 the School Health Center staff collaborated with the Montgomery County School nurses to collect body mass index measurements on all children in the Montgomery

County School. These measurements have been updated every school year since. The School Health Center nutritionist and registered dietician conduct one-on-one and group education sessions with students promoting nutrition and physical activity. In 2008, staff from the School Health Center developed and implemented a four-week program for third graders at Page Street Elementary School to increase student knowledge of basic nutrition facts and promote physical activity. Additionally, in 2008, the School Health Centers provided individual nutrition counseling to over 500 students, provided group nutrition counseling to over 300 students and offered Healthy Living classes to school system staff.

Attachment B: Objectives/Outcomes

Outcomes Checklist: (Attachment B)

Please check the intended outcomes of your multi-level intervention and briefly describe them.

A. Intended policy/environmental outcomes: (you must check at least one)

The following Policy Change(s) and/or Environmental Change(s) will be made:

- ☐ Bike/Pedestrian plan(s)
- ☐ Coalition(s)/Wellness committee(s)
- ☐ Educational program/curricula
- ☒ Incentive program(s)
- ☐ Master recreation plan(s)
- ☐ Other Policy(ies)

to be adopted: _____
to be formed: _____
to be implemented: _____
to be implemented: 1
to be adopted: _____
to be adopted: _____

- ☒ Built environment
- ☐ *Facility(ies)/equipment to support breastfeeding
- ☐ *Farmers' market(s) or farm stand(s)
- ☐ *Garden(s)
- ☐ Parks or recreational facility(ies)/equipment
- ☐ Physical activity point of decision prompt(s)
- ☐ Stairwell enhancement(s)

to be developed: 1 _____
to be created: _____
to be created: _____
to be created: _____
to be constructed: _____
to be completed: _____
to be completed: _____

* if you choose a healthy eating outcome you MUST choose one or more physical activity outcome as well.

• Briefly describe your intended policy and/or environmental outcomes:

The East Middle School Students Eat Smart, Move More program will construct a one-half mile walking trail on school property.

Select the strategies you plan to do to help you accomplish this policy/environmental change objective.

Assessment (Check all that apply)

- ☒ Review local policies/environments
- ☒ Review community health assessment
- ☐ Review/Conduct survey
- ☐ Conduct key informant interviews
- ☐ None

Partnership Development (Check all that apply)

- ☒ Develop new partnerships
- ☒ Build support for the objective with partners
- ☐ None

Capacity Building (Check all that apply)

- ☐ Train the trainer
- ☐ Provide mini-grants
- ☒ None

Outreach (Check all that apply)

- ☒ Inform key stakeholders of objective to develop support
- ☒ Promote policies and environments through any medium
- ☒ Conduct programs, events, or activities to promote policy, environmental, or behavior change
- ☐ None

Sustainability (Check all that apply)

- ☒ Obtain agreement(s) from partner(s) to maintain the policy/environmental change
- ☐ Secure funding
- ☐ Provide periodic technical assistance
- ☐ None

Evaluation (Check all that apply)

- ☐ Conduct survey(s)
- ☒ Collect observational data
- ☒ Complete success story(ies)
- ☐ Key informant interviews
- ☐ None

B. Intended interpersonal/individual outcomes: (you must check at least one)

- ☒ Interpersonal (establishes programs in communities - for families, friends and social networks - to increase physical activity)
- ☐ Individual (increases knowledge, attitudes and skills of individuals to make behavioral changes related to physical activity)

- **Briefly describe your intended Interpersonal and/or Individual outcomes:**
An after school student walking club will be established at East Middle School. A club advisor and a youth leader will be appointed by the principal, with input from staff and students. The club will meet three afternoons every week, and students will record their walking activity on a walking log. A motivational incentive program, "Walk Across America" will be implemented to peak student interest and participation in the walking club.

Select the strategies you plan to do to help you accomplish this interpersonal/individual change objective.

Assessment (Check all that apply)

- ☒ Review local policies/environments
- ☒ Review community health assessment
- ☒ Review/Conduct survey
- ☐ Conduct key informant interviews
- ☐ None

Partnership Development (Check all that apply)

- ☒ Develop new partnerships
- ☒ Build support for the objective with partners
- ☐ None

Capacity Building (Check all that apply)

- ☒ Train the trainer
- ☐ Provide mini-grants
- ☐ None

Outreach (Check all that apply)

- ☒ Inform key stakeholders of objective to develop support
- ☒ Promote policies and environments through any medium
- ☒ Conduct programs, events, or activities to promote policy, environmental, or behavior change
- ☐ None

Sustainability (Check all that apply)

- ☒ Obtain agreement(s) from partner(s) to maintain the policy/environmental change
- ☐ Secure funding
- ☒ Provide periodic technical assistance
- ☐ None

Evaluation (Check all that apply)

- ☒ Conduct survey(s)
- ☒ Collect observational data
- ☒ Complete success story(ies)
- ☐ Key informant interviews
- ☐ None

C. Places/Settings:

Please indicate the places or settings in which you are making your intervention available to your primary audience, the number of locations that are available for each (how many communities, how many schools, etc.) and the total number of individuals to be reached in that setting. You may estimate the number of individuals.

- ☐ Community-wide
 _____ # of Communities/ Municipalities, if more than one
 _____ # Individuals to be reached

- ☒ Schools
 1 # of Schools
 ~500 # Individuals to be reached

- ☐ Families
 _____ # of Families
 _____ # Individuals to be reached

- ☐ Religious organizations/houses of worship
 _____ # of places of Worship
 _____ # Individuals to be reached

- ☐ Afterschool Care
 _____ # of Afterschool Care sites
 _____ # Individuals to be reached

- ☐ Other (please specify) _____
 _____ # of Organizations/facilities
 _____ # Individuals to be reached

Attachment C: Project Budget

Budget & Budget Justification (Attachment C) (10 points)

Provide a detailed itemized budget and written justification consistent with planned activities of the project. Budget items should be realistic and clearly linked to project activities and expected outcomes. (You may describe the in-kind contribution and provide the estimated value of the contribution in the **written** justification, but do NOT add the value of in-kind contributions to your itemized budget.)

Use the following categories for your itemized budget:

Name of Agency: Montgomery County Health Department

<u>Budget Category:</u>	<u>Amount:</u>
A. Subcontracts	\$ 16,080.00
B. Equipment	\$ _____
C. Staff Development	\$ _____
D. Training	\$ _____
E. Educational Materials	\$ _____
F. Travel Expense Mileage: <u>X miles @ X ¢ per mile</u>	\$ _____
G. Supplies	\$ _____
H. Incentives	\$ 3,920.00
I. Other	\$ _____

Total Amount Requested \$ 20,000

Budget Justification

A. Subcontracts

Amount: \$ 16,080.00

\$15,000 of the total grant funding request has been allotted for the materials and construction of the trail. Construction of trail will include ½ mile walking trail, 6 to 4 feet wide with crush and run material (quarry fines) for path and ground leveling as deemed necessary. The project will place the trail construction out for bid and select the lowest project bid per county guidelines; the Town Manager of the Town of Biscoe will assist with the bid process. Trail will be completed within a 3 month period of work starting.

\$1,080 of the funding request has been allocated for a stipend for a teacher advisor for the walking club during the first year. Figure is based on paying a teacher \$15 dollars per day, three times a week, for a period of 24 weeks.

B. Equipment

Amount: \$ 0.00

C. Staff Development

Amount: \$ 0.00

Costs for staff development trainings and outreach will be absorbed through in-kind donations by the Montgomery County Health Department, FirstHealth of the Carolinas, and Montgomery County Schools.

D. Training

Amount: \$ 0.00

E. Educational Materials

Amount: \$0.00

Costs to for printing of posters, walking logs, and other marketing materials will be absorbed through in-kind donations by FirstHealth of the Carolinas.

F. Travel

Amount: \$0.00

Travel expenses to and from planning meetings and other site visits will be absorbed through in-kind donations of all partnering agencies named in this grant proposal.

G. Supplies

Amount: \$ 0.00

Expenses for general office supplies will be absorbed through in-kind donations by all partnering agencies named in this grant proposal.

H. Incentives

Amount: \$ 3,920.00

Incentives will be provided for approximately 100 participants completing the motivational challenge "Walk Across North Carolina". Incentives will be awarded as they arrive at five specified stops along the state route. Incentives will range in value from approximately \$2 at the first stop, \$5 at second stop, \$7 at third stop, \$10 at fourth stop and \$12 at fifth stop. The first ten students to complete the route will be awarded prizes with an approximate value of \$32 each. Although final incentive items will be determined with input from youth, possibilities include t-shirts, pencils, notebooks, water bottles and I-tunes gift cards.

I. Other

Amount: \$ 0.00

Total Funds Requested:

Amount \$ 20,000.00

Attachment D: Letters of Commitment from Community Partners

May 12, 2010

Ms. Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, 3rd Floor, D12
Raleigh, NC 27609

Dear Ms. Kolbe:

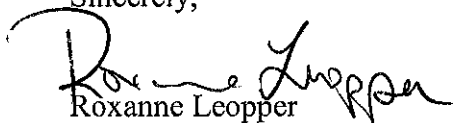
It is my pleasure to provide this letter of support to Montgomery County Health Department for their application to the state for the Eat Smart Move More Community Grants. FirstHealth of the Carolinas works closely with the Health Department on many initiatives via the First-In-Health 2020 Task Force in Montgomery County. In the absence of a Healthy Carolinians partnership, the 2020 Task Force serves as a means to work collaboratively in the community on various preventive health issues. Partners on the 2020 Task Force include but are not limited to the Health Department, school based health centers, school health nurses, Cooperative Extension, the Montgomery County School System, individual principals (to include East Montgomery Middle School) and community members at-large.

This Task Force was instrumental in assisting with the 2009 Community Health Assessment and action plans. Two of the priority health issues for the county are percent leisure time physical activity and obesity. As such, the 2020 Task Force serves as a convener of partners to leverage resources and implement programs and policy change to influence these focus areas. The proposal for the community grant to work with East Middle School is a natural fit for this Task Force.

FirstHealth endorses the engagement of youth in building a walking trail on school grounds and implementing individual and systems level policy change to ensure use of the trail by the target population (youth ages 9 to 14 years old). Task Force members will serve on a project committee to have input on the development of walking trail, implementation of trail use through the classroom and the formation of a formal walking club. The walking competition will serve as a means of getting students' active and utilizing the trail.

Montgomery County is a rural, underserved county. Students at this school have limited opportunities to be physically active in a non-sports related function. This project will provide the opportunity to engage students who otherwise would remain completely inactive. FirstHealth fully supports the Health Department's application and looks forward to moving towards project implementation.

Sincerely,


Roxanne Leopper
Policy Director



441 Page Street • P.O. Box 427 • Troy, North Carolina 27371-0427
(910) 576-6511 FAX (910) 576-2044

May 12, 2010

Ms. Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, 3rd Floor, D12
Raleigh, NC 27609

Donna Cox Peters, Ph.D.
Superintendent

Board of Education
Members:

Steven DeBerry
Chair

James Spivey
Vice-Chair

Almetta Armstrong

Tommy Blake

Frances Reaves

Ann Long

Shirley Threadgill

Our Vision:
*21st Century learning and
teaching for every student
in a safe, nurturing
environment.*

Our Mission:
*Montgomery County Schools
will graduate globally
competitive citizens by
engaging in rigorous
educational experiences
and strong partnerships.*

Website:
www.montgomery.k12.nc.us

Dear Ms. Kolbe:

I am pleased to partner with the Montgomery County Health Department to submit this grant application for the Eat Smart Move More Community Grants. As Superintendent of Montgomery County Schools, I support the proposed plan for this project at East Montgomery Middle School to increase the level of physical activity for students. The student body consists of 300 minority students out of 480. These students are in the target age range of 9 to 14 years of age for this grant. In addition, this school has a free and reduced lunch rate of 80 percent.

I have discussed my support for this project with the principal. The implementation of a walking trail will increase opportunities for teachers to incorporate physical activity into various classroom lesson plans, including math, science and physical education. The formation of a walking club and an incentive based program to recruit students will assist with engaging students and increasing buy-in from the youth. Furthermore, the formation of a project team with representatives from the school to include teachers, administrators and students will allow everyone to have input into the location of the walking trail.

Many students in our schools are inactive due to lack of resources for physical activity. This project will provide a built environment structure that is sustainable once it exists. In addition, the project will foster a systems level policy change by the teachers adopting the use of the trail into curriculum and individual change through the formation of a formal walking club. I will support this project in any means necessary and will arrange for project results to be shared as success stories to the Board of Education.

I look forward to working together with the Health Department and the Montgomery First-In-Health 2020 task force partners to improve the health of our students and foster the link between academics and healthy students. If I can answer any questions regarding the school system's commitment to this project, please feel free to contact me at (910) 576-6511 ext. 223.

Sincerely,

Donna C. Peters, PhD
Superintendent



Joan B. Frye
Principal

Success for everyone, in some way, every day.

East Middle School

May 12, 2010

Ms. Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, 3rd Floor, D12
Raleigh, NC 27609

Dear Ms. Kolbe:

I currently serve as the acting Principal for East Montgomery Middle School. I have met with the Health Department and the Montgomery First-In-Health 2020 task force partners to explore opportunities for the Eat Smart Move More Community Grant project. It is with pleasure that I provide this letter of support on behalf of the school. It was just yesterday that I had a student in my office crying because other students were making fun of his weight. I fully support the concept of working together to increase all of the students' level of physical activity. As an administrator and a former teacher, I know that increased levels of activity can benefit students both academically and behaviorally.

We have discussed the project scope to include the formation of a project team, building a .5 mile walking trail on school grounds, incorporating the use of the trail into exploratory, starting a walking club and hosting an incentive based walking program to peak student interest. The project team will consist of teachers, staff, students and 2020 task force members to assess the grounds and determine the location of the walking trail. This team will also assist with further youth involvement in the design of the walking competition. The physical education teachers will actively participate in this project, and also assist with providing at least 100 students to wear accelerometers for 7 days and administer pre- and post-tests for behavior change.

This is an exciting opportunity for East Montgomery Middle School. Our student population is largely underserved. The school is located in a very rural area. A project like this will offer students the opportunity to become physically active in a non-threatening environment. I look forward to continuing to work with the Health Department and partners to implement this project. I urge your favorable review of this application.

If you have any questions regarding our support for this project, please contact me at (910) 428-3278.

Sincerely,


Joan Frye
Principal

TOWN OF BISCOE

*110 West Main Street**P.O. Box 1228**Biscoe, N.C. 27209**Phone (910) 428-4112**FAX (910) 428-3975*

May 10, 2010

Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, Third Floor, D-12
Raleigh, NC 27609

Dear Mrs. Kolbe,

On behalf of the Town of Biscoe, I wish to express my support for the East Middle School Initiative for the Eat Smart, Move More Program. The Town has agreed to be active participants in this initiative. Currently, there are a very small number of students that walk or bicycle to the school. Through construction addressing infrastructure, we can increase the number of students actively participating in the healthy activity of walking. The infrastructure of a walking path partnered with active promotion of a walking club with proper supervision will increase the safety and encourage students to be more active, which can only further the goals of the school itself. Through encouragement, education and infrastructure we can make an impact on the health of citizens in Biscoe.

We look forward to partnering with the the 2020 Vision Committee, Montgomery County Schools, Montgomery County Health Department, and East Middle School on this first step in starting a valuable project for the community.

Thank you for your time and consideration in this matter.

Sincerely,



Brooks Lockhart

Manager

Town of Biscoe

May 12, 2010

Ms. Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, 3rd Floor, D12
Raleigh, NC 27609

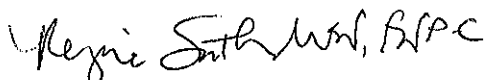
Dear Ms. Kolbe:

As the Family Nurse Practitioner of the FirstHealth Montgomery County School Health Centers, I am pleased to offer the support of the entire School Health Centers' staff to the collaborative partnership between the School Health Centers, the Montgomery County Health Department, the Montgomery County Schools, and other community agencies for the Eat Smart Move More Community Grant to address the serious issue of childhood obesity. I am certain that efforts to address childhood obesity through this particular effort will be effective in promoting and increasing access to physical activity.

As a medical provider, I am acutely aware of the role that health and wellness play in the academic success of students. The FirstHealth Montgomery County School Health Centers have collaborated with the Montgomery County Schools, the Montgomery County Health Department and many other corporate and community agencies for the past three years to combat the epidemic of childhood obesity. Montgomery County has a large number of students who are either overweight or obese, as 47% of Montgomery County adolescents are overweight or obese, which is much higher than state and national averages. The School Health Centers have taken significant measures in helping our students achieve and maintain healthy weights with the utilization of many of the Eat Smart Move More tools and initiatives. We look forward to the opportunity to partner with the Montgomery County Health Department, the Montgomery County Schools, and Eat Smart Move More in developing increased access to physical activity by constructing a one-half mile walking trail on the East Middle School campus to be utilized both during and after school, and the establishment of a student walking club during after-school hours.

I would sincerely urge you to give serious consideration to the Eat Smart Move More grant opportunity from the Montgomery County Health Department to address the critical issue of childhood obesity in our community. The School Health Centers are committed to a successful collaboration to promote health and wellness by combating childhood obesity as a community, with a common goal of helping our children to be as healthy and academically successful as possible.

Respectfully,



Regina Smith, MSN, FNP-C
FirstHealth of the Carolinas
Montgomery County School Health Centers, East & West

May 12, 2010

Ms. Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, 3rd Floor, D12
Raleigh, North Carolina 27609

Dear Ms. Kolbe:

We, as students at East Middle School, are excited for the chance for East Middle to receive a grant through Eat Smart Move More funding to build a walking trail and start a walking club for students at our school. Every student is not good at or interested in organized sports but we can all get out and walk to increase our physical activity.

We look forward to participating with this project and commit to helping to get our friends to participate too. We will be willing to serve as student representatives on a school committee to help plan and develop the trail and walking club. We will also encourage our parents or other family members to join us for after school walks. Challenging our friends to "Walk Across North Carolina" would be an exciting and fun project.

Thank you for the chance to get some money to build a walking path at our school so that we can be more active before, during and after school.

Sincerely,

Hannah Williams

May 12, 2010

Ms. Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, 3rd Floor, D12
Raleigh, North Carolina 27609

Dear Ms. Kolbe:

We, as students at East Middle School, are excited for the chance for East Middle to receive a grant through Eat Smart Move More funding to build a walking trail and start a walking club for students at our school. Every student is not good at or interested in organized sports but we can all get out and walk to increase our physical activity.

We look forward to participating with this project and commit to helping to get our friends to participate too. We will be willing to serve as student representatives on a school committee to help plan and develop the trail and walking club. We will also encourage our parents or other family members to join us for after school walks. Challenging our friends to "Walk Across North Carolina" would be an exciting and fun project.

Thank you for the chance to get some money to build a walking path at our school so that we can be more active before, during and after school.

Sincerely,

A handwritten signature in cursive script that reads "Lure Chappell". The signature is written in dark ink and is positioned below the word "Sincerely,".

May 12, 2010

Ms. Mary Bea Kolbe
Community Development Specialist
Physical Activity and Nutrition Branch
5505 Six Forks Road, 3rd Floor, D12
Raleigh, North Carolina 27609

Dear Ms. Kolbe:

We, as students at East Middle School, are excited for the chance for East Middle to receive a grant through Eat Smart Move More funding to build a walking trail and start a walking club for students at our school. Every student is not good at or interested in organized sports but we can all get out and walk to increase our physical activity.

We look forward to participating with this project and commit to helping to get our friends to participate too. We will be willing to serve as student representatives on a school committee to help plan and develop the trail and walking club. We will also encourage our parents or other family members to join us for after school walks. Challenging our friends to "Walk Across North Carolina" would be an exciting and fun project.

Thank you for the chance to get some money to build a walking path at our school so that we can be more active before, during and after school.

Sincerely,

Cameron Beard

Attachment E: Statement of Assurances

Statement of Assurances (Attachment E)

If awarded funds to implement community-based interventions to promote physical activity in children the local health department agrees to:

1. Use funds for community-based, multi-level interventions that focus on implementation of the recommendations, goals and objectives of ESMM North Carolina's Plan to Prevent Overweight, Obesity and Related Chronic Diseases.
2. Partner with appropriate community organization(s) to plan and implement the proposed activities according to the time frame outlined in the application.
3. Assist with objectively measured physical activity to occur at baseline (fall 2010), year one post-test (fall 2011), and year two post-test (fall 2012). Grantees will assist the RWJ Project Coordinator in the identification of approximately 100 youth to be selected to wear accelerometers (Actigraph GT1M) for seven consecutive days.
4. Administer and collect self-reported physical activity and sedentary behaviors questionnaires from the target population, identified in their application, at baseline (fall 2010), year one post-test (fall 2011), and year two post-test (fall 2012).
5. Participate in three semi-structured interviews, led by the RWJ Project Coordinator, to provide information about their community and key partner organizations as needed.
6. Participate in one (1) grantee orientation meeting to be held August, 2010.
7. Participate in three (3) ESMMNC Community Grants Program conference calls.
8. Complete Planning section and submit information on all expected outcomes and activities conducted with grant funds through the PAN Progress Monitoring and Reporting System monthly, August – December and January – June of the fiscal year in which project funding is received. Report outcomes and lessons learned at the end of the project period by completing the "final report" section of the PMR.
9. Submit a mid-term expenditure report on or before January 15, and a final expenditure report on or before July 15 of the fiscal year in which project funding is received.
10. Arrange for a site visit by a PAN Branch, Community Development Specialist.
11. Arrange for a new grant manager if original grant manager leaves position. The fulfillment of grant funded interventions and requirements are ultimately the responsibility of the local health department.

Name of Health Department: Montgomery County Health Department

Juli Clark 5/13/10
Health Director's Signature / Date

Rhonda Peters 5-13-10
Project Coordinator's Signature / Date