

6.1.1 – Healthy Eating Class Proposal



**New Bern Parks & Recreation
Program Proposal**

Program Name: Healthy Eating Class

Programmer's Name: Ashley Parham & Kari Ann Colie

Activity Type

- 1. Seasonal Program Event
- 2. Facilitated Activity Self Directed Activity Contracted Activity
- 3. Fee-based Non Fee-based Cooperative Program Outreach

Identify the program purpose. (This statement describes why your program exists.)
The purpose for this program will be to help teach people how to control and manage everyday eating habits.

Please describe the target demographic for this program or event. Be specific. (age, gender, etc.)

This program will benefit those who have health problems, poor eating habits, or those who just want to change their everyday outlook on life. This program will be serving any adults or seniors who are interesting in learning how to develop a healthy lifestyle through learning the steps to healthy eating.

The programs and events that New Bern Parks and Recreation provides are based on 5 determinants. Please describe how your program will address each of the 5 determinants.

Play, recreation, and leisure:

Active healthy living will help those to start to plan for healthy eating habits to lower the rates of high cholesterol, high blood pressure, diabetes, & weight loss.

Constituent need:

There is a need for this class and the place is convenient for people to walk to Stanley White. Healthy living is everywhere outside of the community, by bringing it to the community people will be willing to come.

Community opportunities:

The community will benefit from this because some people may not have the sources to get started on this road to a healthy living. We will have experts on how to prepare your food, what types of ingredients to use, portion control, & what kinds of foods are healthy. This is a free program it will help them get started to on how to get started.

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Agency philosophy and goals (How does this program continue the philosophy and mission of the department. Be specific.)

Be Active, Stay Active, Life Sports, Active Living

By learning the habits of healthy eating, one is about to live a healthy life style by being able to become active and stay active. While doing so, one may be able to build the confidence to play sports at the recreational level which contributes to active living.

Desirable experience for participants:

The experience will be educational, as well as sociable for the participants. Learning about different ways to eat healthy, what's healthy, ways to substitute other foods for healthy foods, and how to prepare their foods.

Strategic Planning

List the goals your program must reach in order to be successful. Goals are general statements about what you need to accomplish to meet your purpose and to address the issues for the need of the program.

1. Participants will be able to determine the composition of a healthy meal
2. Participants will be able to prepare healthy meals
3. Participants will be able to choose healthy alternatives to their existing diets

Describe your specific approach that must be implemented to reach each goal. Goals should be specific, measurable, achievable, and time-bound.

1. By the end of the program participants will have been provide documentation about healthy meal compositions for at least 3 meals
2. By the end of the program participants will have been provided at least 2 healthy meal demonstrations.
3. By the end of the program participants will be demonstrate at least 1 alternate meal choice

Identify specific action plans to implement each strategy (or objectives to achieve each goal).

1. Participants will be provided with healthy eating handouts and pamphlets that will be discussed in each session in addition to guest volunteer instructors
2. Healthy meal demonstrations will be conducted by staff and guest volunteer instructors.
3. Participants will be asked to develop a healthy meal alternative for at least one meal of their choosing to discuss in the session.

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Establish resource needs and allocation (space requirements, equipment, staffing, transportation etc.)

Stanley White Rec. Center will be the site for the Healthy eating class. Two staff members will be facilitating the class. Space required will be the kitchen and meeting space, table and chairs. Pots and pans, and kitchen utensils have been purchased through a grant.

PROGRAM IMPLEMENTATION (Provide an agenda and/or schedule for the program)

The Healthy Eating Class will start in March and end in May. There will be one class held on the 3rd Wednesdays of each month from 10:00am – 11:00am. We will have groups of 4. Each group will be responsible for making each recipes.

PROGRAM PROMOTION (Describe all program promotion options that will be used to promote this program)

This program will be promoted through flyers, PSA, NBPR website, Facebook, and Ad in the paper.

Describe how the program will be monitored by the evaluation process.

Participants will be surveyed at the beginning of the class to determine the level of knowledge of healthy eating habits. There will be surveys completed at the mid-point and at the end of the program to determine any increase in healthy eating habits.

RISK MANAGEMENT AND LIABILITY (Describe what measures will be taken to minimize risk and liability)

Each participant will fill out a form so that we will know of any allergies or any health problems they may have.

Advertisements & PSAs

Note: Copies of all advertisements/PSAs are required to be attached to this proposal as well as electronic copies.

Place an “X” next to the task to be completed. Any additional information should be entered in the comments section. Enter the completed date in the last column.

	Comments	Date
<input checked="" type="checkbox"/> Submitted PSAs	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>
<input type="checkbox"/> Approval of PSA	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>
<input checked="" type="checkbox"/> Press release	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>
<input checked="" type="checkbox"/> Ad in the paper	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>
<input type="checkbox"/> Brochure	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>
<input type="checkbox"/> Mailer prepared	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>
<input type="checkbox"/> Mailer sent out	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>
<input type="checkbox"/> Road banners designed	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>
<input type="checkbox"/> Road banners set up	<u>Click here to enter text.</u>	<u>Click here to enter a date.</u>

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Cost Analysis: You must be able to justify the cost of the program (if applicable)

Budget Worksheet

Program Revenue	# of Participants	Participant Fee	Total
Participant Fee	20		20
Sponsorship	2		2
Total	22		22

Comments:

[Click here to enter text.](#)

Expenses:

Supply Item	Vendor	Number of Units	Unit Cost	Sub-total
Food			\$200.00	\$200.00
				\$200.00

Grand Total

[Click here to enter text.](#)

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Required documentation to keep along with a copy of the program proposal includes:

1. All PSAs, flyers, and other advertisements
2. Contract agreements or Memos of Understanding
3. Completed surveys and participant/programmer evaluations documentation.
4. All other relative documentation (certifications, trainings, volunteer list etc.)

FOR SUPERVISOR USE ONLY

Final Approval: Yes No If denied, state reason: _____

Center Supervisor's Signature: _____ **Date:** _____