



## 2015 Social Service Funding Application – Non-Alcohol Funds

Applications for 2015 funding must be complete and submitted electronically to the City Manager's Office at [ctoomay@lawrenceks.org](mailto:ctoomay@lawrenceks.org) by 5:00 pm on Friday, May 2, 2014. Applications received after the deadline **will not** be reviewed by the Social Service Funding Advisory Board.

**General Information:** Each year, the City Commission considers requests for the allocation of dollars to a number of agencies that provide services benefiting the Lawrence community. These funds are to be used to support activities that align with the Community Health Plan which was developed with input from many people throughout the community. The five areas for the plan are listed below:

- Access to healthy foods
- Access to health services
- Mental health
- Physical activity
- Poverty and jobs

More information on the Community Health Plan can be found at <http://ldchealth.org/information/about-the-community/community-health-improvement-plan/>.

Applications will be reviewed by the Social Service Funding Advisory Board at meetings held from 8:00 a.m. to 12:00 p.m. on May 23 and May 30. **Applicants are asked to make a contact person available by phone at that time in case questions arise.**

Following their review, the Advisory Board will forward recommendations for funding to the City Commission. Recommendations will be based upon the following criteria:

- availability of city funds
- the stated objectives of the applicant's program
- alignment of the program with the Community Health Plan
- the efforts to collaborate and create a seamless system of support for residents
- outcomes that move program participants from total dependency toward measurable levels of independence
- ability to measure progress toward the program objectives and the Community Health Plan
- past performance by the agency in adhering to funding guidelines (as appropriate)

The final decision regarding funding will be made by the City Commission when they adopt the Annual Operating and Capital Improvement Budget in August.

Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- First half of funds will not be disbursed before April 1
- Second half of funds will not be disbursed before October 1

**Questions?** Contact Casey Toomay, Budget Manager at [ctoomay@lawrenceks.org](mailto:ctoomay@lawrenceks.org) or at 785-832-3409.



## 2015 Social Service Funding Application – Non-Alcohol Funds

### SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Douglas County Child Development Association  
Name of Program for Which Funding is Requested: Healthy Sprouts  
Primary Contact Information (must be available by phone 5/23/14 and 5/30/14 from 8 a.m. to 12:00 p.m.)  
Contact Name and Title: Emily Hampton, Farm to Preschool Coordinator  
Address: 1525 W. 6<sup>th</sup> St, Suite A  
Telephone: (785) 842-9679 Fax: (785) 842-1412  
Email: emily@dccda.org

### SECTION 2. REQUEST INFORMATION

- A. Amount of funds requested from the City for this program for calendar year 2015: \$50,000
- B. Will these funds be used for capital outlay (equipment or facilities?) No
- C. Will these funds be used to leverage other funds? If so, how: No
- D. Did you receive City funding for this program in 2014? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.): No
  - 1. How would any reduction in city funding in 2015 impact your agency? NA
  - 2. If you are requesting an increase in funding over 2014, please explain why and exactly how the additional funds will be used: NA

### SECTION 3. PROGRAM BUDGET INFORMATION

- A. Provide a detailed budget for the proposed program using the following categories: personnel (list each staff position individually and note if new or existing), fringe benefits, travel, office space, supplies, equipment, other. See attachment
- B. What percent of 2015 program costs are being requested from the City? 67%
- C. Provide a list of all anticipated sources of funding and funding amount for this program in 2015: See budget

### SECTION 4. STATEMENT OF PROBLEM / NEED TO BE ADDRESSED BY PROGRAM

- A. Provide a brief statement of the problem or need your agency proposes to address with the requested funding and/or the impact of not funding this program. The statement should include characteristics of the client population that will be served by this program. If possible, include statistical data to document this need.

The needs of Douglas County being addressed are: (1) improved health through increased access to and consumption of fresh fruits and vegetables, especially by the youngest citizens, (2) a stronger, more productive and equitable local food system, and (3) increased community self-reliance and food security.

**Improved Health:** Nationally, the rise of diet-related disease among children is alarming. Although we recognize that health problems are not always associated with weight and size, statistics around obesity refer to the associated diseases and health issues. According to the Center for Disease Control, obesity prevalence among children and adolescents has almost tripled since 1980. The 2009 Pediatric Nutrition Surveillance System data showed that 1 in 3 low-income children aged two to four years were obese or overweight. "Obese children are more likely to have high blood pressure, high cholesterol, and type 2 diabetes, which are risk factors for cardiovascular disease. Obese children are also more likely to become obese adults." Kansas and Douglas County are no exception to the national trend. Kansas was labeled the 16<sup>th</sup> most obese state and ranked 18<sup>th</sup> in the country for its childhood obesity rates in a 2011 survey by The Trust for America's Health. In 2012, 86.1% of adults in Douglas County ate less than five daily servings of fruits and vegetables. The Douglas County Food Policy Council's tri-county food systems report, *Building a*

*Deep-Rooted Local Food System*, supports this claim, noting that in 2009 only 7.7% of Kansans were eating a “good” diet, one that followed the USDA Food Pyramid recommendations. The same study showed that 54.5% of Douglas County residents are overweight or obese. With young children receiving up to 80% of their daily nutrition in a child care setting (4 out of 5 meals or snacks), it is crucial to change the minds and habits of adults who care for these children during the day and influence their eating habits.

***Strong Local Food System:*** The findings within the *Building a Deep-Rooted Local Food System* report indicate clear potential for the growth of local food in the tri-county area, which is composed of Douglas, Jefferson and Leavenworth counties. The Natural Resources section of the report notes that Class I and Class II soils are regularly found in Douglas County. Given the resource that Class I and II soils provide, they are potential sites for development of a strong and sustainable local food system within the region. Their unique characteristics support nearly all cultivation practices - but especially the nutrient-intense production of fruit and vegetable crops. At this time, tri-county land is primarily cropland and rangeland, with the dominant crops being soybeans, corn, forage and wheat for export or animal feed. The 386 acres of farmland in the area devoted to vegetable production represent less than 0.1% of total crops. Of the 3,380 farms in the tri-county area, only 36 sell through Community Supported Agriculture (CSA). Over time, production of fruits and vegetables in the area has dropped remarkably. “Over 40,000 farms had land in fruit or nut orchards in 1920, which increased to 43,000 farms in 1950. By 2007, these numbers had all dropped precipitously and only 473 farms were producing vegetables for sale, and 432 still had land in orchards.” In addition, like much of the rest of the nation, the face of farming in our community is growing older. While in the 1940s half of the farmers in our region ranged between 35-54 years old, the average age of Douglas County farmers in 2007 was 58.5 years, and these farmers retire much more frequently than new farmers enter the field. With food purchases in the tri-county area totaling \$392 million, a significant opportunity exists to capture more economic activity in our region with the development and promotion of a strong local food system.

***Increased Food Security:*** *Food security is a condition in which all people have access to affordable, nutritious, and culturally appropriate food at all times.* In Kansas, more than one in five children under the age of five is growing up with food insecurity. This is one of the highest rates in the United States. In the tri-county area, over 10,000 residents live in neighborhoods with limited access to grocery stores and healthy food options. According to Map the Meal Gap, there are 16,660 people in Douglas County who are food insecure and 50% of residents live below the SNAP threshold of 130% of the poverty level. Between 2008 and 2009, the median household income in Douglas County dropped from \$47,614 to \$44,309, and 15.9% of Douglas County children less than 18 years of age were living below 100% poverty. In 2011, the percentage of children participating in the Free and Reduced Lunch program in Douglas County increased to 35.2%. These troubling statistics demonstrate the clear need for increased access to healthy foods through a stronger local food system and healthier food preferences, which are formed in the earliest years of life and will spur long-term, increased demand for local, healthy food.

B. How was the need for this program determined?

The need was determined through community forums and extensive research into the health disparities of Douglas County residents and gaps in food access in Lawrence and surrounding areas.

C. Why should this problem/need be addressed by the City?

We appreciate the City of Lawrence’s recent efforts to make local foods more accessible to our at-risk families by supporting the SNAP Match pilot program at the farmers’ market. This indicates your recognition of the issue of food security that Healthy Sprouts works to address. The Healthy Sprouts farm to preschool program has chosen specific activities to address the needs for the low- and moderate-income residents of the City of Lawrence and Douglas County. The goals and actions of the program are comprehensive in scope and directly tackle the issues of health, local food systems and food security by working with families to create opportunities for engagement in and support of the local food system, access to previously unavailable nutritious foods, and increased knowledge around food systems,

agriculture and food preparation for self-sufficiency. By creating a culture in our community that is educated and involved in local foods, and by building linkages that provide easy access for low-income families to nutritious foods, families will benefit from a self-reliant, and truly food secure community that enables its residents to choose healthy, culturally acceptable foods that support the local economy and environment. Eating habits and food preferences are developed very early in life. By focusing on the preschool years, Healthy Sprouts promotes healthy eating when these habits and preferences are being formed so that they do not have to be reformed later in life.

D. How does the program align with the Community Health Plan (see page one)?

The program fits into the Access to Healthy Foods area of the Health Plan. Emily Hampton, Healthy Sprouts' coordinator, is the Communications Coordinator for the LiveWell Lawrence Healthy Kids Workgroup, and chairs the Early Childhood Subcommittee of that group. Healthy Sprouts has worked closely with the Community Health Plan and fits into many of the Opportunities for Community Action within the plan's Access to Healthy Foods section:

*1. Assure implementation of strong wellness policies and practices in Douglas County schools, before and after-school programs, **child care homes and centers**, which will include:*

- a. Oversight by a wellness "council" or "committee" with representation by key community/ school district stakeholders*
- b. Policies and practices that include criteria for the nutritional quality of snacks, vending options, school stores, concessions, and food at special events & fundraisers*
- c. Assure that all nutrition education curricula meet a minimum standard*

Healthy Sprouts works with child care center directors to develop or improve upon their wellness policies. The program also developed the Root for Food curriculum, which is used by all participants and is aligned with the Kansas Early Learning Standards.

*4. Create (or maintain) school gardens across Douglas Count*

Healthy Sprouts has helped establish over 40 gardens in child care settings throughout Lawrence and Douglas County. Those gardens are planted, tended and harvested by early educators, families, young children and others involved with young children in our community. Children are much more likely to eat fresh fruits and vegetables when they've been a part of the process of growing that food at an early age.

*5. Establish practices that result in greater use of fruits/ vegetables from school gardens in district schools*

Healthy Sprouts works with a number of local farmers in the area to provide local produce to families in child care settings. It does this through facilitating Community Supported Agriculture (CSA) or vegetable subscription arrangements at child care centers where families can conveniently pick up a bag of fresh, local vegetables when they pick up their child. Healthy Sprouts hopes to soon develop procurement plans for farmers to deliver local produce directly to the kitchens at child care centers to be used in daily meals.

## **SECTION 5. DESCRIPTION OF PROGRAM SERVICES**

- A. Provide a brief description of the service you will provide and explain how it will respond to the need you identified in Section 4. The description should include how many clients will be served, and should describe as specifically as possible the interaction that will take place between the provider and the user of the service.

The selected activities are based on over three years of experience implementing the program and evaluating what has worked and what needs improvement, as well as understanding the specific

communities involved and obtaining feedback from community members and early childhood, food system and low-income stakeholders. In addition, the activities chosen for this program are aligned with promising strategies being implemented around the country to increase the health of young children and improve community food security. Farmtopreschool.org highlights many examples of Farm to Preschool or Farm to Child Care programs around the country that are employing similar activities and working toward similar goals. In 2009, Children's HealthWatch found that food-insecure children had 90% greater odds of having their health reported as "fair/poor" versus "excellent/good. Through the following six activities, Healthy Sprouts creates a healthier and more food secure environment for the diverse children and families that make up the Lawrence community. Healthy Sprouts has also formed an executive committee that will help sustain the activities that create this healthy environment. These six activities set Lawrence and Douglas County up as leaders in the Farm to Preschool movement and create a model for other communities to follow.

**1. Community Supported Agriculture (CSA) at child care centers:** This activity is based on the idea that relationships are the context in which systems change and that low-income working families with children enrolled in early learning programs make decisions around food preparation and consumption by minimizing cost and maximizing convenience. Healthy Sprouts has created a system of convenience for parents to pick up affordable, healthy, local foods at the same time they pick up their child(ren). During the growing season, families have the option to subscribe and receive weekly shares of seasonal fruits and vegetables. The most recent Farm Bill now allows SNAP benefits to be used for CSAs as well, so Healthy Sprouts will work with farmers to provide this option at every participating center.

**2. Children's Gardens:** Children and families are given hands-on experience creating gardens and growing their own vegetables and fruits so they understand where food actually comes from and how it is produced. Based on surveys and observation, it is evident that children participating in Healthy Sprouts are much more likely to taste and eat new types of fresh produce because they participate in growing and harvesting it themselves. Learning how to grow their own food gives children and families life-long access to fresh, healthy and affordable food. In addition to teaching valuable self-sufficiency abilities, building these agricultural skills at a very young age will positively influence food preferences and choices, both as eaters and consumers, throughout children's lives. Early educators simultaneously learn gardening skills and feel empowered to make a difference in children's, and their own, eating habits.

**3. Root for Food curriculum:** In order to positively impact the nutrition and well-being of children, interventions must occur in the early years and focus on care giver modeling. The *Root for Food* curriculum was written by Healthy Sprouts staff for use by early educators. It serves to teach children ages 2-6 about various topics around food, including plant science, food preparation, introduction to gardening, nutrition and more. It is composed of 15 lessons that are aligned with Kansas Early Learning standards and serve to institutionalize learning around food while allowing early educators to see themselves as key role models and teachers that influence the long-term healthy habits of the children in their care.

**4. Training for early educators:** Supplementing the knowledge of early educators around subjects related to local food systems, farming, gardening, nutrition and cooking gives them the skills and confidence to model appropriate behaviors and educate young children, instilling lifelong healthy habits. Early learning programs are positioned to provide this support and education to families as well. Participating parents have indicated that early educators have influenced much of their knowledge about parenting and child development. Therefore, early educators must be equipped with accurate information and tools to pass along to families. According to the National Academy of Sciences' Early Childhood Obesity Prevention Policies, recommendation 4-6: "Health and education professionals providing guidance to parents of young children and those working with young children should be trained and educated and have the right tools to increase children's healthy eating and counsel parents about their children's diet." Trainings are collaboratively organized by Healthy Sprouts and CACFP and offered free of charge to CACFP-affiliated early educators. These classes fulfill the nutrition education credit requirements of the Kansas State Department of Education (State CACFP sponsor) and the Kansas Department of Health and Environment (State child care licensing agency). The Farm to Preschool Coordinator also conducts site visits to provide

technical assistance and encourage new participation in Healthy Sprouts.

**5. Family Engagement:** Family engagement is vital to Healthy Sprouts' goal of connecting young children to healthy food. While the program focuses on developing healthy habits in children from birth to age 6, it is also crucial to inspire parents and caregivers to participate in gardening, cooking, and eating healthy so that the lessons learned in child care are reinforced and further cultivated at home. Families are engaged through tastings, plantings and other activities at pick-up time. Healthy Sprouts also facilitates cooking classes, potlucks, farm field trips, and monthly newsletters that include recipes, garden tips and local food news.

**6. Wellness Policies in Child Care:** Even self-sustaining activities can benefit from a policy counterpoint that helps solidify and institutionalize the outcomes of these activities. Healthy Sprouts provides guidance and technical assistance to child care providers and directors in the review and improvement of existing wellness policies and the creation of new policies. The program encourages child care centers to think of themselves as businesses that serve and shape children and families, as well as employers who can choose to offer a healthy environment to employees. Often, new policies include provisions relating to sourcing food for the kitchen locally, continuing the use of the garden space and a food-related curriculum and limiting or removing the presence of junk foods. In this way, children, families and employees can enjoy a healthy food environment that is both enforced through policy and practiced in daily activities. Child care businesses also benefit from implementing wellness policies because policy-making helps centers identify and promote their healthy values to families and overcome staff turnover issues by keeping employees focused on center-wide goals.

This year, Healthy Sprouts will develop a set of farm to preschool rubrics that will permanently change the systems and environments within child care settings in Douglas County, Kansas and beyond. The model will be based on Kansas Quality Ratings and Improvement Systems (KQRIS) and other similar programs that have shown success in creating permanent positive change in child care and other settings. The rubrics will include different levels of farm to preschool implementation. Participants will be given the opportunity to move up through the levels and eventually "graduate" out of Healthy Sprouts and continue the program self-sufficiently.

- B. What other agencies in the community are providing similar types of services. What efforts have you made to avoid duplication or coordinate services with those agencies?

No other program in Douglas County offers the same services as Healthy Sprouts. The Community Mercantile Education Foundation's Growing Food, Growing Health school garden program has similar goals and activities, but reaches youth in elementary and middle school. Healthy Sprouts coordinates closely with this program, but fills the gap of reaching children in their early years. The two programs are complimentary and work together to create a continuum of health for children of all ages in Lawrence. Kansas State Extension is an organization that we work closely with to provide trainings for early educators. Healthy Sprouts also works closely with the Lawrence Community Shelter, Willow Domestic Violence Center and the Lawrence-Douglas County Housing Authority to provide gardening and curricular support for families and young children receiving services from those important community organizations.

Healthy Sprouts provides an essential need in Lawrence that would be lost without sufficient funding. The program serves as a national model and shines light on Lawrence and Douglas County as being on the cutting edge of the Farm to Preschool movement. The Healthy Sprouts coordinator is a part of the National Farm to School's Peer Leadership Network, and helped develop Farm to Preschool trainings that are available on the National Farm to School website. She has been invited to present at the Conference of the Association for the Study of Food and Society and the Agriculture, Food and Human Values Society this summer. Healthy Sprouts continues to represent Lawrence, Kansas as a model for the farm to table movement and healthy communities.

## **SECTION 6. PROGRAM OBJECTIVES**

Please provide three specific program objectives for 2015. Objectives should demonstrate the purpose of the program and measure the amount of service delivered or the effectiveness of the services delivered. A time frame and numerical goal should also be included. Examples include, "75% of clients receiving job training will retain their job one year after being hired," "increased fundraising efforts will result in a 15% increase in donations in 2015," "credit counseling services will be provided to 600 clients in 2015," etc. **Applicants will be expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.**

1. All current participants, reaching over 1,000 children, will "graduate" out of Healthy Sprouts by the end of 2015, and at least 5 new participants will join the program.
2. By the end of 2015, a replicable model will be established and available for child care systems across Kansas to access and put into practice.
3. Each year, at least 75% of participants will report improved eating habits and preferences.