HEALTHIER WISCONSIN PARTNERSHIP PROGRAM
ATTACHMENT B – PROJECT OVERVIEW

**PROJECT NAME**
A Faith Community GYM: Guiding Youth Movement for Sustained, Healthy Futures

**HWPP PROJECT NUMBER**
2009D-03

*Without exceeding this one (1) page, briefly describe the project’s:
Purpose - Highlight the need for the project.*

In 2003, nearly 50% of Milwaukee’s African American students in 6th to 8th grade did not participate in sufficient physical activity for health; and 72% of 2007 Milwaukee high school students did not meet recommended levels of physical activity. The purpose of this grant is to develop a framework to increase physical activity within a Milwaukee faith-based community. The church is vital for African American inner-city youth seeking trust, support and education in a spiritual context. This grant builds on strong relationships between community and academic organizations for facilitation of physical activity programs, training of volunteers, and support for growth of programs through coalitions formed with other organizations.

**Plan - Describe the project's implementation plan, methods to be utilized, and involvement of affected communities.**

The project is a result of a need identified by Greater New Birth Church (GNBC) and in a Badgerland Striders (BLS) investigation into local youth running programs. The project will aid in the facilitation of a youth running program at GNBC implemented by BLS and Milwaukee Area Technical College (MATC) students. Youth and parishioners will help develop the curriculum, define program objectives, and participate in activities. Moreover, the project will create a framework for sustainability by training youth and parishioners to maintain the program year-round. Finally, the project will explore the creation of a system for shared learning across churches, aided by BLS, to maintain participation for youth at all stages of development.

**Partnership - Describe how the project will capitalize on the strengths and skills of community and academic partners.**

The partnership capitalizes on the strengths of each member, all of whom will nurture a collaborative framework built on accentuating strengths toward increasing youth physical activity. GNBC provides a positive atmosphere for its 350-500 youth. BLS has implemented various adult running programs and has members experienced in youth running programs. MATC provides enthusiastic service-learning students to facilitate fitness programs. The academic support, experience and guidance of Medical College of Wisconsin will help the partnership develop into one of trust, respect and growth. All are committed to the urban population and provide a foundation for success through their varied resources, experiences, and expertise.

**Evaluation - Describe the evaluation method that will be used to measure quantifiable and significant outcomes.**

Evaluation will include the following four elements: reaction, learning, behavior change and impact. Reaction is measured by satisfaction and number of participants. Learning assessment will address youth knowledge and attitudes toward activity and nutrition, and church staff members’ skills to facilitate fitness events. Behavior change will include pre- and post- measures of time in fitness activities and adherence to recommended levels of physical activity. Two areas of impact will be assessed: participants and sustained health. Participant impact measures include health status improvements and qualitative assessment of family health communication. Sustained community impact include a project guidebook to aid replication, improved capacity of church staff and facilitators, and new faith-based health policy initiatives (safe zones for physical activity).

**Sustainability - Explain how the partnership will be financially and programmatically sustained.**

Three elements of the project will advance its sustainability. First it engages resources of organizations that are committed to work with vulnerable populations. For example, MATC is linking service-learning opportunities with programs at the church. Second BLS promotes running and fitness through local running events and is committed to its youth running program. Further, BLS monthly meetings and newsletters serve as a venue for future trainings for program participants. Third, partners have many national contacts that understand the importance of health and fitness in Milwaukee and may be potential funding sources. Ongoing plans to apply to NIH, sporting goods companies and other sources of funding are in place.

**Dissemination - Describe how the project results will be shared.**

The partners will generate products for four audiences. First, brochures, church bulletin and newsletter articles will be prepared for local audiences. Second, BLS will disseminate project information through their website and newsletters. Third, MATC students, faculty and BLS staff will present to student audiences and national groups on the project. Students will author two articles for the MATC Student Newsletter. MATC and BLS staff will create a guidebook that details the project structure and curriculum, which will be shared with a national network of running clubs. Fourth, MCM faculty will lead a peer-reviewed presentation and the creation of a manuscript for health professionals, targeted to Wisconsin Medical Journal.