PROJECT OVERVIEW
ATTACHMENT B

PROJECT NAME

Eat Smart

HWPP PROJECT NUMBER 20071-11

PROJECT SUMMARY
Describe the major purpose of the project, the need and how it relates to the Health Improvement Model. Briefly describe the project’s implementation plan, methods to be utilized and involvement of affected communities. Detail the community-academic partnership plan. Specify the evaluation method that will be used to measure feasible, quantifiable and significant outcomes and the impact the project will have on the health of Wisconsin residents. Do not exceed this one page.

There are three primary barriers to nutritious food intake among low-income, central city youth and their families: knowledge of healthy food choices, access to nutritious food, and skill in making good food tasty. These three barriers, when addressed with fidelity will have an impact on obesity among this population. The Eat Smart Project is designed to remove these barriers.

The Eat Smart Project partners include the Boys & Girls Clubs of Greater Milwaukee, the Medical College of Wisconsin, Growing Power, Children’s Hospital of Wisconsin, and the Milwaukee School of Engineering. These partners have combined their resources, knowledge and experience to design a prevention and intervention project that will transform the eating habits of the youth and families served.

The Project will be implemented at the Mary Ryan Boys & Girls Club and at the Hillside Boys & Girls Club. 360 low income youth between the ages of 12 and 18 and their families will directly participate in the Eat Smart Project. Monthly family events will be featured at each location and a total of 2,160 individuals will be served at these family events. A market basket program will be institutionalized at each location, bringing healthy, affordable, culturally relevant food directly from the farm to families on a weekly basis. Youth will participate in field trip outings to grocery stores to compare prices, quality, and availability. Outings to farms throughout southeastern Wisconsin are also planned to educate central city youth about where the food on their table comes from.

The Project will also:
- Increase food accessibility within central city communities through creative partnerships with small-scale grocery operators and through the installation of community-based gardens,
- Educate youth and their families about healthy foods and quality nutrition,
- Educate youth and their families about how food works inside the body,
- Educate youth and their families about obesity-related disease and effective disease prevention strategies,
- Educate youth and their families about how to shop for and prepare healthy meals, and
- Educate youth and their families about how and where to access high quality nutritionally rich foods.

As a result of this work,
- 85% of youth will demonstrate an increased understanding of the relationship between the food they eat, the physical activity they participate in and their bodies’ health,
- 95% of youth will demonstrate an increased understanding of the benefit of whole, healthy foods,
- 75% of families will report increased feelings of competence in choosing and preparing healthy, culturally relevant, safe foods,
- 80% of youth and families will report improved accessibility to safe, healthy, affordable, culturally relevant food, and
- 70% of youth will demonstrate improvements in their nutrient intake.