

<p><i>Column A</i>  <b>AmeriCorps*VISTA Project Plan</b></p>	<p><i>Column B</i>  <b>Date(s)</b></p>	<p><i>Column C</i></p>
<p><b>Goal 1: Humboldt County was ranked first for high rates of food insecurity with hunger according to the 2004 Northcoast Nutrition and Fitness Collaborative policy brief. In order to cope with limited money for food and to stave off hunger, families try to maximize caloric intake, which can lead to overconsumption of calories, a less healthful diet, and a shortened life span. The VISTA will work to prevent this problem by educating both low-income school-aged children and their families on the importance of a healthy diet through hands-on educational opportunities, reaching 200 low-resourced K-6 students and 200 community members annually in years one through three.</b></p>		
<p><b>Activities:</b> *VISTA member will collaborate with partners to promote, organize and host health-related events to reconnect community members to their food source and promote healthy eating. Events will include: farm tours, farmers’ market fieldtrips, School Garden Network and fundraising events. The VISTA will:</p> <ol style="list-style-type: none"> <li>1. Attend and participate in planning committee meetings.</li> <li>2. Promote health-focused events through applicable media outlets.</li> <li>3. Recruit, train and coordinate volunteers to act as event docents.</li> <li>4. Help identify and compile appropriate educational materials for health-focused events.</li> <li>5. Help promote School Garden Network trainings for teachers at low-income schools to promote garden-enhanced nutrition education.</li> <li>6. Using train-the-trainer methodology, provide follow-up, on-site, garden-enhanced nutrition education technical assistance to School Garden Network participating teachers, recruiting volunteers to assist with activities.</li> <li>7. Link the nutrition lessons learned through school gardens and fieldtrips with locally sourced foods at low-income school cafeterias through the development of promotional and educational materials.</li> </ol>		
<p>Identify any <b>Results (outputs, intermediate outcomes, or end outcomes)</b> related to this goal. If the result is to be measured, write “<b>performance measure</b>” in parentheses beside the result. For each result, identify the <b>indicator</b>, the <b>targets</b> you expect to meet, the <b>instrument(s)</b> you will use to measure this objective, and <b>how you will collect</b> the data. If you have data for this objective from prior years, report it here.</p> <p><b>Output:</b> Low-resourced community members will receive food systems/health education.</p> <p><b>Output (Performance Measure):</b> Volunteers will be recruited to help with events and/or school gardens.</p> <p><b>Indicator:</b> Number of volunteers recruited per year.</p>	<p>Q1- 4</p> <p>Q1-4</p>	

<p><b>Target:</b> 25 volunteers will be recruited to help with educational activities.</p> <p><b>Instrument:</b> Attendance rosters collected and information recorded in database.</p> <p><b>Intermediate Outcome:</b> Low-resourced volunteers will increase their food systems/health knowledge.</p> <p><b>Indicator:</b> Percent of volunteers who act in a mentor/train-the-trainer lead role.</p> <p><b>Target:</b> 50% of recruited volunteers will undertake a lead role in tours, events, or school gardens.</p> <p><b>Instrument:</b> Volunteer roles/activities documented and compiled.</p> <p><b>End Outcome:</b> The number of low-income people receiving nutrition education will increase.</p> <p><b>Indicator:</b> Additional participants in tours, school gardens, and agricultural events.</p> <p><b>Target:</b> Participation in fieldtrips and farm tours will increase by 25%.</p> <p><b>Instrument:</b> Schedule compared against 2005/2006 schedule to measure % increase.</p> <p><b>Output (Performance Measure):</b> 30 teachers will participate annually in the School Garden Network trainings.</p> <p><b>Indicator:</b> Number of participating teachers.</p> <p><b>Target:</b> 30 participating teachers per year.</p> <p><b>Instrument:</b> Sign-in sheet information will be entered in database.</p> <p><b>Intermediate Outcome:</b> Participating teachers have increased knowledge of teaching garden- enhanced nutrition education.</p> <p><b>Indicator:</b> Percent of teachers expressing increased knowledge/comfort in subject.</p> <p><b>Target:</b> 50% of teachers will increase knowledge and skills in teaching nutrition in a garden.</p> <p><b>Instrument:</b> Pre/post test survey administered to School Garden Network participating teachers.</p>	<p>Q 2-3</p> <p>Q 2-4</p> <p>Q 2-4</p> <p>Q 3-4</p>	
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<p><b>End Outcome:</b> The quality of garden education will improve and students will benefit from garden curriculum as a reinforcement to classroom-based nutrition education.</p> <p><b>Indicator:</b> Students will report increased agricultural literacy/nutritional knowledge.</p> <p><b>Target:</b> 50% of students will report increase in knowledge.</p> <p><b>Instrument:</b> Student pre- and post-tests.</p>	<p>Q 4</p>	
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<p><b>Goal 2: 46% of adults in Humboldt County are overweight according to California Food Policy Advocates. The Community Alliance with Family Farmers (CAFF) works to reverse this trend by reconnecting low-income community members to their food system so that they make healthy, informed food choices. CAFF does this by educating the public about family farming’s important role in society; developing new markets for low-income farmers; and promoting the consumption of fresh fruits and vegetables. The VISTA will help HCAFF to steadily increase capacity through the following activities, reporting a 100% membership increase in year one and a 25% increase in years two through three.</b></p> <p>1. Keep program members updated through newsletters and event notifications.</p>		

- 2. Increase community visibility by tabling at community events.
- 3. Develop and manage volunteer/member database.
- 4. Research, identify and apply for funding to ensure project growth and sustainability.
- 5. Promote HCAFF activities through the development of press releases, letters to the editor, and public service announcements.

Identify any **Results (outputs, intermediate outcomes, or end outcomes)** related to this goal. If the result is to be measured, write “**performance measure**” in parentheses beside the result. For each result, identify the **indicator**, the **targets** you expect to meet, the **instrument(s)** you will use to measure this objective, and **how you will collect** the data. If you have data for this objective from prior years, report it here.

**Output:** Increased public awareness of HCAFF activities.

Q1-4

**Output:** Increased membership.

Q2-4

**Output (Performance Measure):** HCAFF will increase project visibility in the community.

Q1-4

**Indicator:** Number of community impressions.

**Target:** Table at 8 community events.

**Instrument:** Activity log, interactions counted and recorded.

**Intermediate Outcome:** Increased visibility will draw additional participants to program activities/events.

Q 2-4

**Indicator:** Number of times HCAFF receives media coverage.

**Target:** 10 media pieces submitted: press releases, letters to the editor, public service announcements.

**Instrument:** Newspaper clippings, submitted material tracking tool.

**End Outcome:** Increased exposure will raise awareness of HCAFF's efforts and increase event attendance.

Q 2-4

**Indicator:** Number of attendees at HCAFF events.

<p><b>Target:</b> 10% increase.</p> <p><b>Instrument:</b> Attendance rosters, with numbers measured against previous years' totals.</p> <p><b>Output (Performance Measure):</b> Grant opportunities will be researched.</p> <p><b>Indicator:</b> Number of potential funders.</p> <p><b>Target:</b> 10 new potential funders will be identified.</p> <p><b>Instrument:</b> Detailed list of potential funders.</p> <p><b>Intermediate Outcome:</b> Letters of inquiry will be submitted to identified potential funders.</p> <p><b>Indicator:</b> Number of letters of inquiry.</p> <p><b>Target:</b> 3-5 letters of inquiry.</p> <p><b>Instrument:</b> Copies of inquiry letters.</p> <p><b>End Outcome:</b> Grant applications will be written and submitted to funders.</p> <p><b>Indicator:</b> Number of grant applications.</p> <p><b>Target:</b> 3-5 applications.</p> <p><b>Instrument:</b> Copies of grants; award letters if received.</p> <p><b>Output (Performance Measure):</b> Agency infrastructure will be improved through database development..</p> <p><b>Indicator:</b> Membership database developed.</p> <p><b>Target:</b> 100% of mailing list will be entered into Microsoft Access database.</p> <p><b>Instrument:</b> Database developed.</p>	<p>Q 1-4</p> <p>Q 2-4</p> <p>Q 2-4</p> <p>Q 1</p>	
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