

**Making Kane County Fit for Kids
Fit Kids 2020 Plan Implementation Call for Projects
2019 Application**

APPLICATION INFORMATION

Project Name: Community Demonstration Kitchen

Project Location: Kane County

Applicant Name: Well Child Center

Applicant Address: 620 Wing Street

City, State, Zip: Elgin, IL 60123

Contact Name and Title: Cindy Anderson, Director of Development

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Project Period: June 1, 2019 – May 31, 2020

PROJECT FUNDING

- | | |
|---|-----------------|
| 1. Total cost of project identified above: | <u>\$11,345</u> |
| 2. Total funds available (or to be secured) from other sources: | <u>\$5,050</u> |
| 3. Amount requested from Making Kane County Fit for Kids: | <u>\$6,295</u> |

Attach a budget for the project. Include all project expenses and funding sources. Indicate the status of each funding source (i.e. yet to apply, application pending, funding committed, etc.).

FIT FOR KIDS GRANT PROJECT GOALS GRID AND QUESTIONNAIRE

Project Summary: *(Provide a general statement explaining the problem/opportunity the project will address and identify the benefits of implementing the project)*

For almost 40 years, Well Child Center (WCC) has administered the Federal Supplemental Nutrition Program for Women, Infants, and Children (WIC). In 2016, WCC and Advocate Sherman Hospital (ASH) Family Birthing Center (FBC) partnered to address the barriers faced by WIC clients to attend fee-based childbirth classes provided at the hospital. Collaboratively, we began to offer, at our WIC clinic, free in-depth prenatal and breastfeeding evening classes in both English and Spanish. The client-centered two-hour long classes run three consecutive weeks and incorporate the use of pre-/post-test survey measures to understand participants' perspectives and challenges. Results are then used to revise the program to be as responsive to participant needs as possible. The project team learned that many participants struggle to prepare food on a tight budget. Participants have also indicated that they worry about health risks associated with poor nutrition and they do not know where to find healthy, low-cost foods.

In late 2018, the WCC and ASH partners met to design a new educational component to address the mothers' interests and frustrations. They invited a third partner, Food for Greater Elgin (FFGE), a client-choice food pantry, to bring new resources to the service mix. The partners agreed to expand the classes from three weeks to four to include a nutrition component, and focus on one common goal: to educate mothers, during and after pregnancy, so that good nutritional habits can be formed at an early age.

To fully realize shared objectives, WCC aims to construct a Community Demonstration Kitchen that will serve as the focal point of the enhanced, partner-driven experiential training program for women receiving Supplemental Nutrition Program (SNAP) and WIC assistance. The Community Demonstration Kitchen will be the ideal environment to promote healthy, affordable and easy to prepare meals for their families and also teach our clients to stretch their SNAP (Food Stamps) and WIC dollars and empower them to cook healthy meals on a limited budget. WCC's Community Demonstration Kitchen will be developed based on recommendations from the SNAP-Ed program model and its evidence-based practices, resources and tools (<https://snaped.fns.usda.gov/>).

WCC's Community Demonstration Kitchen will address two of the four strategic action principles highlighted in the Fit Kids 2020 Plan, including:

- 1) Assure that fresh fruits and vegetables are affordable and accessible to all families in our community.
- 2) Providing parents and children with reliable, up-to-date information in multiple settings regarding healthy physical activity and eating habits;

Fit for Kids grant funding would be used to underwrite the costs to develop and host the new teaching modules focused on nutrition and healthy food access tailored to our highest risk subgroups, including pregnant women, teen mothers and new mothers; and to procure kitchen equipment and supplies to demonstrate healthy eating and cooking techniques on site. As a nonprofit organization, this initiative will enhance our ability to serve as a one-stop-shop for our community members in need of healthy foods and tips for meal planning and preparation.

Target Population of your organization and project

WCC’s WIC program delivers WIC benefits to approximately 4,900 local participants annually and specifically targets low-income, nutritionally at-risk community members, including pregnant, postpartum and breastfeeding women, infants and children up to age five years. WIC provides nutrition education and supplemental food ensuring that children stay healthy and that families receive the fundamentals to establish and maintain a lifetime of good nutrition. WIC client eligibility is determined by household income (at or below 185% of the U.S. Poverty Income Guidelines, currently \$46,435 for a family of four). WCC promotes its program through partnerships with community institutions, including our intensive breastfeeding/childbirth classes in collaboration with Advocate Sherman Hospital in Elgin; and the newly formed partnership with Food for Greater Elgin.

WCC also implements a Pediatric Dental Clinic and First Tooth Visit Program for low-income families that follows the American Dental Association’s recommendations of integrating on-site WIC assistance with early entry into dental care - a national model program, and the only one in the Chicagoland area.

WCC proposes to use Fit for Kids funds to purchase appliances and supplies to enhance its current kitchen space and support “hot food” Community Demonstration Kitchen activities as an extension of existing, evidence-based and culturally informed educational programming. With the addition of a dishwasher, WCC will also be a “Green Kitchen” avoiding the use of disposable utensils, plates, cups and other plastics, while promoting this practice with our class participants.

As an integral service provider in Kane County’s continuum of care targeting disadvantaged families and their children, WCC is excited to expand our partnership with the FFGE and ASH FBC to have the greatest community impact and program success. Funding will enable WCC and our partners to develop and integrate new educational content into health programming and to establish a Community Demonstration Kitchen where participants can witness cooking demonstrations led by WCC dieticians and ASH nurse educators. The curricula are structured to increase exposure to healthy eating education. The partnership with FFGE aims to expand access to free, healthy food via a mobile pantry stationed on-site at our Wing Street main office. Cooking demonstrations will specifically target 300 women enrolled in 10 4-week family birthing course sessions for measurable impact. Cooking demonstrations will also be offered to the broader WIC-eligible population (estimated 250 low-income Kane County residents who are engaged in our WIC and Pediatric Dental Clinic services).

Project Goal(s)

GOAL	Methods or process to reach your goal	How will you know you met your goal? Measures and data collected
1. Increase healthy eating behaviors, perceptions about lifelong nutrition and improve the nutritional status of pregnant women, new mothers, newborns and young children.	Engage at-risk clients in nutrition education as part of existing WCC programs, including: <ul style="list-style-type: none"> • 300 enrollees of birthing courses • 250 WIC and dental client referrals to cooking classes/demonstrations. 	Engage 550 of eligible participants in experiential learning opportunities. Measure: Total #attendees/referrals by source. Influence maternal knowledge and attitudes of importance of nutritional status. Measure: Analysis of self-reported change at 6-month postpartum visit (change in shopping and

		cooking choices and change in perceived risks and benefits of nutritional content.
2. Improve food resource management skills and behaviors.	Host 22 healthy cooking demonstrations in Community Demonstration Kitchen through hands-on training. Northern Kane County residents will have greater access to free, healthy protein and produce through regular mobile food pantry visits in WCC's large parking lot.	50% of participants will self-report an increased level of food security upon completion of course. Measure: Analysis of WIC biannual survey responses related to food insecurity. Increase fruit and vegetable consumption by 10%. Measure: Self-reported change in shopping, cooking and consumption at scheduled timepoints.

(Each goal will have at least one method and measure. Expand the grid and add more boxes to the table if needed)

In addition to completing the grid above, please provide short answers to the questions below.

Project Questions

1. Provide a detailed description of your project/program, including the target population and geographic area it will serve.

WCC's initial target population for this collaborative project is the 300 pregnant WIC clients we serve every year who reside in northern Kane County. WCC also anticipates offering monthly WIC cooking classes to approximately 250 WIC clients and mothers of dental patients. WCC's concept for healthy food access, including tailored education and cooking demonstrations specifically targets high risk subgroups enrolled in current programs.

Co-facilitated classes by WCC's nutritionists and ASH FBC's nurse educators will have both short- and medium-term impacts on participant knowledge of good nutrition and eating behaviors, while increasing their access to free, nutritious foods from FFGE's mobile food pantry. Demonstration classes will be experiential and fun for our learners. Beyond improving the dietary practices, we anticipate increasing the availability of healthy foods, focusing on produce and protein, for low-income Kane County residents, thereby improving the community's nutritional health.

WCC understands how proper nutrition and knowing how to cook positively impacts the general health of the entire family. Through our two main programs, WIC and the Pediatric Dental Clinic, WCC assesses our clients' nutritional and dental care needs, challenges and barriers and implements services designed to meet those identified needs. Beyond WCC's ongoing needs assessments, the *2017 SNAP-Ed Illinois State Report* provides data about SNAP assistance, and need for nutrition education and healthy meal-planning training, including:

- 13% of households receive SNAP benefits
- 53% of SNAP households have a working adult

- 9 in 10 do not meet the recommended vegetable intake
- Children who eat meals regularly and are food secure perform better at school
- Spending SNAP dollars on healthier food option helps families make better eating choices, which can lead to better health, improved job performance, and lower absenteeism rates.
- After attending SNAP-Ed, adults plan more meals and read food labels more frequently. They are also less likely to run out of food for their families at the end of the month.

<https://articles.extension.org/sites/default/files/Illinois%202017%20SNAPEd%20State%20Report.pdf>

WCC and ASH plan to offer all WIC participants the opportunity to attend a cooking demonstration based on Leanne Brown's Good and Cheap cookbook, which is written for people with limited income, particularly on a \$4/day SNAP budget. The class will begin with the clients 'shopping' from Food for Greater Elgin's client-centered mobile food pantry. All participants will receive a free copy of the cookbook and instruction on eating for \$4/day. Funding for the cookbooks will be provided by grant funds obtained by ASH. Recipes utilized for the class will rotate and will incorporate food items from the food pantry, WIC foods and low-cost healthy foods.

WCC will use SNAP-Ed's evidence-based implementation recommendations and evaluation tools in the development of the Community Demonstration Kitchen, including Cooking Matters (<https://snapedtoolkit.org/interventions/programs/cooking-matters/#Overview>), a national model program. WCC will survey Community Demonstration Kitchen clients before each course begins, and six months after it is finished. WCC anticipates that families will increase their skills and behaviors related to healthy cooking and meal planning. An added benefit for clients will be menu planning tips and recipes that are based on items commonly available, but often overlooked, from the mobile food pantry. Since the collaboration meetings, WCC sends recipes to FFGE for items in the food pantry that are abundant and often not taken by recipients. Recent examples include eggplant, cranberry sauce and lentils.

2. Describe the applicant's experience in the administration of this or similar projects/programs, including the qualifications of personnel that will be directly involved in the management of this project/program.

WCC's certified nutritionists and our training partners from Advocate Sherman Hospital have been limited to cold food preparation classes to-date, so additional equipment and funding for healthy eating education for hot meal preparation in our teaching kitchen will allow us to expand our nutrition curricula and education services. For this collaborative project, classes will be offered monthly and focus on the unique nutritional needs of women during pregnancy and while breastfeeding. In addition, the cooking equipment will be utilized for monthly WIC classes. WCC anticipates daily use of the dishwasher.

WCC is recognized as one of the top breastfeeding agencies in Illinois. WCC's clients are better prepared for labor and breastfeeding after participating in WCC's WIC program. The breastfeeding initiation rate of WCC WIC clients is 90% -- 97% for those who have participated in the Sherman/WCC classes. The breastfeeding rate for all Illinois WIC participants is 75%. WIC participation is also linked with longer gestation periods, higher birthweights and lower infant mortality, improved diet, and higher immunization rates.

WCC's WIC program is staffed by 13 degreed nutritionists; four of whom are registered dietitians, and three of whom are International Board-Certified Lactation Consultants. Trisha Roth, MS, RD, LDN, WCC's Executive Director, has been employed by WCC for 32 years. Our WIC Nutritionists, Linda Rusenovich, RD, LDN, and Melinda Scheibe, will work closely with Ms. Roth to develop and implement the Community Demonstration Kitchen based on their combined 19 years of experience providing nutritional education and food preparation courses for WCC's WIC clients.

Luisa Velazquez, RN, Clinical Nurse Manager at Sherman has 15 years of experience as a Maternal-Child Health Nurse. Ms. Velazquez has been an active member of the nursing team at Sherman since 2007. Through her prior roles as Coordinator and Educator of Childbirth, Breastfeeding and Newborn Care and as a public health nurse conducting home visits in Kane County, she has developed an intimate knowledge of the needs of pregnant women and new mothers as well as the capacity of local organizations to respond. Ms. Velazquez serves on the Well Child Center Board. She will be the primary liaison for ASH and be responsible for day-to-day implementation including supervision of the three nurse educators for the project.

Linda and Melinda's experience with "Cold Kitchen" demonstrations and co-teaching with Sherman Hospital educators will be key to the success of this project's implementation. In July, 2017, Linda was published in Stone Soup; a food scientist led national blog that features six ingredient recipes. Her blog was titled "From Skeptics to Fans: Introducing WIC Clients to Chickpeas". The following excerpts from her blog provide a snapshot of the benefits of a live food demonstration kitchen:

"While planning a special WIC class for my community, I decided to present a food demo. But what would I demonstrate? The Academy of Nutrition and Dietetics' total diet approach to healthy eating recognizes that factors including taste, time, convenience and food cost influence food choices."

"How do you convert skeptics to fans with regard to a new, unfamiliar food? Consider what we love about our favorite foods. Make sure your idea is easy, affordable, tasty and accessible. A food demo allows clients to see and sample the product, and might be just the vehicle to take them from 'not interested' to 'I can do this!'"

<https://foodandnutrition.org/blogs/stone-soup/skeptics-fans-introducing-wic-clients-chickpeas/>.

3. Is this project/program a collaborative effort with other entities? If so, please elaborate.

The new Community Demonstration Kitchen and its expanded educational services will bring together WCC's existing community partners that share our mission of increasing the overall health and well-being of low-income families, targeting pregnant teens and women and mothers and their children in Kane County.

WCC nutritionists and ASH FBC nurse educators will work jointly to develop the training curriculum and deliver nutrition-focused courses. A portion of FFK funds will be shared with ASH FBC for administrative support, maintenance and coordination. Demo kitchen classes will incorporate recipes using food items that are commonly available from FFG's mobile pantry. FFG's mobile pantry will serve this project's clients in WCC's large parking lot, making it more convenient for our WIC clients to prepare healthy foods for their families and incorporate recipes learned in classes.

Organization Questions

1. Briefly describe your organization and its history. Include website and/or Facebook page if applicable.

For nearly 50 years, Well Child Center (WCC) has been a leader in the provision of health and social services for low-income families and uninsured, at-risk children residing in Kane County. WCC has always been grounded in one primary goal – to create and maintain broad-based community partnerships to help all children thrive, and to build, strengthen, and sustain individual family and community life. This goal remains the core vision of our organization. We are committed to improving the lives of children and families through education, counseling, and services in the areas of nutrition and oral health.

In 2001, WCC opened our Pediatric Dental Clinic where all children are welcome. WCC's Pediatric Dental Clinic provides comprehensive dental services for children from infancy through age 18 (special needs through 21). These services include both preventative and restorative procedures. WCC accepts Medicaid and All Kids Insurance (97% of children served are on Medicaid) and offers care at no- or low-cost for our community's low-income families. Children enrolled in our integrated First Tooth Visit Program have significantly lower rates of decay when compared with overall WCC dental patients.

WCC attended the National WIC Association Annual Conference in April 2018 in Chicago, IL. Cindy Anderson, WCC Breastfeeding Coordinator, and Luisa Velazquez, WCC Board Member and Sherman Hospital Clinical Manager, submitted an abstract and visual poster and was 1 of 17 teams nationwide granted the opportunity to present at the conference. Cindy and Luisa's work entitled "Prenatal and Breastfeeding Education in the Community" discussed the collaborative effort of Well Child Center and Advocate Sherman Hospital to offer the first ever WIC program and hospital integrated prenatal and breastfeeding classes for expectant mothers.

WCC will share live kitchen demos on our Facebook page and upload video recordings to our website, along with tasty recipes with full nutrition information and links to print and share on social media, tips on saving money at the store, and using items commonly available at the Food Pantry.

Website at: <http://www.wellchildcenter.org/>

Facebook page at: <https://www.facebook.com/wellchildcenter>

Twitter account at: <https://twitter.com/WellChildCenter>

APPLICATION CHECKLISTS

In order to be considered for funding, applicants should submit a properly completed application form, the applicable questionnaire, and a variety of supporting documents, depending on the type of project or program proposed. A checklist of the required documents for each type of activity is provided below.

- Completed application, including project goals grid and questionnaire
- Project budget (itemize all project expenses and funding sources)
- Project timeline (attach a schedule for completing the project with key target completion dates listed)

Well Child Center

Community Demonstration Kitchen

Project Timeline

Workplan:

By Month 1 - MOUs are signed with partner organizations. Kitchen layout developed. Kitchen equipment is purchased. Existing curriculum is revised based on recommendations of the United States Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program Education (SNAP-Ed) program. Obtain Leanne Brown's Good and Cheap cookbooks. Promotion of mobile food pantry and cooking classes begins.

By Month 2 - Mobile Food Pantry expands to weekly distribution in WCC's parking lot. Community Demonstration Kitchen's courses begin. The collaborators will begin meeting quarterly to assess performance.

By Month 6 – Participants are contacted for follow-up surveys. The team will report midyear progress to administrators and sponsors. Curriculum revisions and other program needs will be addressed.

APPLICANT CERTIFICATION

- Organization has already formally endorsed the Fit Kids 2020 Plan.
 Organization agrees to formally endorse Fit Kids 2020 Plan by October 1, 2019.

Applicant certifies that they have read and fully understand the guidelines that govern the Making Kane County Fit for Kids 2019 grant program. Applicant further certifies that all information furnished in/with this application is true and complete to the best of Applicant's knowledge and belief. If any information provided herein changes following the submission of this application, Applicant agrees to notify Fit for Kids, immediately. Applicant acknowledges that Fit for Kids may verify any information contained in/with this application, and submission of this application shall constitute Applicant's authorization for Fit for Kids to complete such verification as it deems necessary to determine the accuracy of this application and its suitability for funding. Applicant understands and agrees that if false information is provided in/with this application, which has the effect of increasing Applicant's advantage, Fit for Kids may disqualify this application and deem Applicant ineligible to receive any funds in the future. Applicant understands that Fit for Kids retains the right to reject any and all applications, and, in its sole determination, to waive minor irregularities. Applicant acknowledges by execution of this application that Fit for Kids will make such determinations with the fullest discretion allowable by law. Applicant will at all times indemnify and hold harmless Fit for Kids against all losses, costs, damages, expenses and liabilities of any nature directly or indirectly resulting from, arising out of, or relating to the Fit for Kids' acceptance, consideration, approval, or disapproval of this application and the issuance or non-issuance of funds herewith. Applicant further certifies that they do not discriminate on the basis of race, religion, color, sex, age, handicap or national origin; and that they are duly authorized by board resolution to cause this document to be executed.

Trisha Roth

Signature

Trisha Roth
Name (Printed)

May 21, 2019

Date

Executive Director
Title (Printed)

Well Child Center Community Kitchen Project Expenses FY2019

Project Expenses:	Amount Requested	In-Kind Donations	Total
1 Commercial dishwasher with installation	\$ 2,000.00	\$ -	\$ 2,000.00
1 Ninja Multi-cooker	\$ 230.00	\$ -	\$ 230.00
2 Commercial grade blenders to demonstrate recipes	\$ 400.00	\$ -	\$ 400.00
2 Crockpots/slow cookers to demonstrate recipes	\$ 100.00	\$ -	\$ 100.00
2 16 inch electric skillet with cover to demonstrate recipes	\$ 90.00	\$ -	\$ 90.00
Various kitchen utensils	\$ 125.00	\$ -	\$ 125.00
Stainless steel cooking pans	\$ 150.00	\$ -	\$ 150.00
Food costs - \$100 a month for various food items dependent on recipes	\$ 1,200.00	\$ -	\$ 1,200.00
Stipend for ASH Nurse Educators	\$ 2,000.00	\$ -	\$ 2,000.00
Leanne Brown's Good and Cheap cookbooks provided by grant funds obtained by ASH	\$ -	\$ 800.00	\$ 800.00
Cleaning materials In-kind donation by WCC	\$ -	\$ 250.00	\$ 250.00
Dietitian's salary In-kind donation by WCC	\$ -	\$ 4,000.00	\$ 4,000.00
	\$ 6,295.00	\$ 5,050.00	\$ 11,345.00