



CAMP GABIKA

Andrew Thomson, Chelsea Community
Education & Recreation

Intervention also funding in:

- Year 1: \$0
- Year 2: \$13,000
- Year 3: \$12,127

Amount Requested:

\$11,000

Type of intervention:

- Behavior

Intervention name

Brief Description

- I. Provide a healthy daily environment for campers with a focus on movement, healthy choices and friendship
- II. Camp Gabika focuses on providing children with a great experience during the summer months out of school
- III. Children in Chelsea and surrounding communities ages 5-12
- IV. The intervention will begin June 15 and conclude on August 28

Link to Coalition's 1 & 5 year plans

- One of the biggest goals accomplished in camp is healthy decision-making (exercise, food, etc.) and connecting with others
- This intervention has a far-reaching impact for the funding requested. Not only do the children benefit from the intervention, but when they take information home, others can benefit too
- This summer camp fits the coalition's vision for supporting the pillars of the Wellness Foundation, as well as Friends & Family Wellness
- This camp addresses both physical well-being in terms of daily health and fitness tasks. It also addresses mental wellness through exercises with fellow campers and working together.

List all the goals of the intervention

1. Educate campers about healthy decision-making
2. Encourage campers to work together and grow bonds with their peers
3. Involve the campers with the many different groups in the Chelsea area (Seniors, Library, Police & Fire Dept., SRSly, etc.)

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	Campers will learn about healthy decision-making with their food and fitness choices
How success will be measured	We will measure the totals for our fitness goals and overall attendance
Describe what data will be collected and who will collect it	The number of healthy snacks served each day as well as hours of fitness engaged in will be collected
Why do you think the goal is achievable?	The camp staff will be able to measure these items as a part of their daily activity. We can also make it a fun activity for campers to help measure
Is the timeline achievable	Camp has historically run all summer long. We will be able to deliver a report at the conclusion of camp

Units of Engagement

- Estimated number of participants (40)
- Estimated time each participant spends at each event (7-10 hours)
- Estimated number of events to be held (55 days of camp)
- $40 \times 7 \times 55 = 15,400$

Note – if this is an infrastructure intervention, units of engagement may not be applicable

Key Evaluation Data

Examples of data other than participants and number of events:

- Measure the total minutes of physical activity (games, walking, etc.)
- Measure the number of healthy snacks consumed
- Survey of campers and healthy decision-making
- Survey of parents and healthy decision-making at home

Responsible Parties & Organizations

Who will:

- Chelsea Community Education & Recreation obtains all permits for the camp
- Our paid camp director works with the enrichment coordinator to finalize schedules, calendars and marketing
- The camp director also is in charge of any volunteers and presenters at camp
- The camp director and enrichment coordinator will work to collect and analyze data collected at the end of the camp season
- The enrichment coordinator will make the final presentation with data at the conclusion of the camp intervention

What organization are involved:

1. Chelsea Community Education & Recreation receives both day care and site licenses from the State of Michigan for our summer camp
2. Organizations who have committed to contribute to the intervention
 - A. Chelsea Seniors, Chelsea District Library, SRSLY, Chelsea Police, Chelsea Area Fire, Waterloo Nature Area, etc.
 - B. Other funding will come from registrations
 - C. Other camp volunteers may crop up or donations do show up during the course of the summer

Marketing Plan

- Be sure to include the 5H logo in marketing material (find it on Wiggio or email Shawn Personke)
- Shawn will help you with “how to” add to the Facebook and Twitter Pages
- Email matt@5healthytowns.org to get events on www.5healthytowns.org

- MARKETING PLAN is:
 - ❑ The camp skeleton schedule is already posted on our website
 - ❑ The camp skeleton schedule was already published in our Winter 2015 Community Connections book
 - ❑ The full schedule will be posted on our website by mid-April
 - ❑ The basic information will also be published again in our Spring/Summer 2015 Community Connections book
 - ❑ Additional flyers will be sent home to students at North Creek and South Meadows as well as sandwich boards outside the schools
 - ❑ Posters and flyers will be distributed around town at child and parent-specific locations

Proposed Budget (Total Budget = \$47,100)

How \$11,000 in funds from CWF will be used

Examples are:

- Marketing = \$500

(Advertising in newspapers and Chelsea Update)

- Compensation = \$0

(CWF funds will not be used to pay any staff costs)

- Materials = \$2,750

(\$250/week to accommodate healthy snacking and education)

- Consumables = \$7,750

(swimming at Beach pool twice per week (\$1,760) and \$5,990 for field trips)

- Training = \$0

(CWF funds will not be used to pay any staff costs)

How \$36,100 in funds from other organizations will be used

Examples are:

- Marketing = \$500

- Compensation = \$25,300

- Materials = \$1,100

- Consumables = \$5,500

- Training = \$1,500

- Scholarships = \$2,200

What programs did you use as a model for this intervention?

Examples are:

- Summer camps are run across the country every year. Programs can be wide-ranging in their focus. There are many camps that focus on health and wellness
- Camp Gabika has established its focus on health and wellness over the past 2 summers and continues to grow those missions

Has a similar intervention been done in another 5H Community?

No

Have you communicated with leaders of similar coalitions in other 5H towns?

No