

GENIE : Guide for Effective Nutrition Interventions and Education

Sample Proposal-First Draft

For information on the intended purpose of this document visit

<http://sm.eatright.org/GENIE>

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GENIE™
Guide for Effective
Nutrition Interventions
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Locally based ABC insurance company is offering open grant funding, up to \$1,000 for community-based projects to improve the health of area citizens. Robin Green, is a registered dietitian at a long term care facility in the town of Franklin. She is passionate about leading a healthy lifestyle and helping others do the same. Robin sees unhealthy eating habits as a major problem in Franklin and wants to do something about it. Each year, Franklin offers evening adult continuing education classes and she sees this as a good venue for providing nutrition education. Robin decides to apply for ABC's grant program to subsidize a healthy eating class as part of the adult education series.

CATEGORY COLOR CODE
1) PROGRAM DESCRIPTION AND IMPORTANCE
2) PROGRAM GOAL
3) PROGRAM FRAMEWORK
4) PROGRAM SETTING, RECRUITMENT AND RETENTION PLAN
5) INSTRUCTIONAL METHODS
6) PROGRAM CONTENT
7) PROGRAM MATERIALS
8) EVALUATION
9) SUSTAINABILITY

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1 Robin's first attempt at writing a proposal:

2 Program Overview and Population

3 The Town of Franklin is a place I love to call home. I am a Registered Dietitian at Franklin Gardens, a
4 local long term care facility and my son attends Franklin Elementary School. Our town is a great place to
5 work, play and learn, but I wish Franklin were a healthier place for my family. I think that the people of
6 Franklin need to eat healthier foods. Other parents I've talked to say that they wish they could prepare
7 healthier meals for their families, but feel they don't have the time or knowledge to do so. Instead,
8 many rely on fast food restaurants or take-out options like pizza or Chinese food. As a mother, I know
9 caring for my family is important and I have also struggled to find a balance between my busy schedule
10 and a healthy lifestyle. From my experience, I have learned that preparing healthy meals is not hard,
11 but does take a little planning and practice. I would like to share my experiences and knowledge with
12 others in my town by offering a series of 4 cooking workshops as part of the established Franklin Adult
13 Education program. I think these workshops will provide my community with the skills they need to
14 prepare fast, healthy meals at home. Funding from ABC would allow us to reduce the cost to
15 participants attending the workshop.

16 Program Goals:

- 17 1. Attendees will learn what a healthy meal is.
18 2. Attendees will learn how to shop for healthy foods.
19 3. Attendees will learn simple healthy recipes.
20 4. Attendees will be able to prepare fast, healthy meals at home.

21 Program Details:

22 Robin Green will lead 2 series of 4 workshops each on preparing fast, healthy meals and snacks. The
23 workshops will be held weekly as part of the Franklin Adult Education (FAE) program's Fall series. FEA
24 offers free childcare during all evening workshops for children age 2 and older. Classes will be held for
25 two hours in Franklin High School's cooking classroom. The classroom has 4 "kitchens", each able to
26 accommodate 4 participants. Therefore, the maximum number of participants is 16 per session, 32 total
27 over the 2 series.

28 Each class will include a learning component, a practicing component, and a tasting component.

29 Table 1

Class Number	Learning	Practicing	Tasting
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1	The basics of healthy eating- the food groups	What am I doing well, what can I improve- group discussion Reading labels to find whole grains	Best Breakfasts: Apple-Cinnamon Oatmeal Italian Egg Bake Peanut Butter Banana Smoothie
2	Shop for Success: Trip to Market Fresh Grocery in Franklin	Grocery Store Scavenger Hunt Worth its salt? Sodium guessing game	Fast Snacks: Variety of fruit, raw veggies, yogurt, whole grain crackers
3	More Matters- Fruits and Vegetables	Something new? – a produce taste test	Delicious Dinner: One Pot Pasta Spring Salad Baked Apples
4	Family Meal Time [Children welcome]	Planning change- Set three healthy eating goals	Family Affair: Fruit Salad Pizza Dippers Veggies and Dip

30

31 Materials:

32 The Franklin High School cooking classroom is equipped with all cooking tools necessary for the
33 program. Market Fresh Grocery has agreed to donate healthy snacks after our grocery stores tour, but
34 all other foods will need to be purchased. Since the classes are in the evening and tasting will not occur
35 until the end of each session, whole fruit will be offered to participants at the beginning of each
36 workshop. Additional funds will be needed for printing recipes and handouts. Market Fresh Grocery
37 has generously agreed to provide \$10 gift certificates to every participant that attends all 4 workshops.

38 Table 2

Expense	Description	Amount
Staffing	Robin Green, RD, CDE \$25/hr	\$800
Food	For cooking workshops \$300/session x2 session	\$600
Overhead	Franklin Adult Education-advertising, registration and payment processing, childcare, space rental	\$500
Printing	Handouts, recipes	\$40
Travel	Program related travel	\$20
TOTAL COST		\$1960

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<i>Total Amount Requested from ABC</i>		<i>\$1000</i>
Other Funding Sources	Participant fees (\$30/ person x 32 participants)	\$960

39

40 Without funding, participants would have to pay roughly \$60 each to participate. We are requesting
41 \$1000 from ABC to subsidize the cost of the workshops and reduce the course fee to only \$30 per
42 participant.