

Healthy Eating



Every Day!



Planning & Evaluation Toolkit



1220 Lawrence Street
Port Townsend, WA 98368
360-385-3181
www.cityofpt.us/library

Port Townsend Public Library
Healthy Eating Every Day!
Community Nutrition Awareness Program

TOOLKIT CONTENTS

Planning & Evaluation Template
Planning & Evaluation Template – Sample
Collection Assessment Template
Author/Program Planning Template
Budget Template
List of Funders

The Port Townsend Public Library “Healthy Eating Every Day” program plan was prepared by Carol Cahill, MLS. Development of the plan was supported by a grant from the National Network of Libraries of Medicine/Pacific Northwest Region.

For more information, please contact Theresa Rini Percy, Library Director, 360-344-3054, tpercy@cityofpt.us

PLANNING AND EVALUATION TEMPLATE

"Healthy Eating Every Day!" goal:

Objective:

Target audience:

- Children & teens/parents
- Adults
- Community
- Library

Strategy:

- Collection
- Programs
- Online resources
- Community support

Resources:

- Staff
- Volunteers
- Consultant(s)
- Other:

Funding:

- Operating budget
- Friends of the Library
- PTPL Foundation
- In kind contribution
- Grant(s):

Time period:

Budget:

Activities:

Evaluation Measures

Collection:

- Items added
- Items w/drawn
- Circulation
- Turnover rate
- Other:

Programs:

- Attendance
- Patron survey: change in attitude and/or knowledge
- Staff impressions
- Other:

Online resources:

- Database searches (in-house/remote)
- Staff survey: knowledge check
- Patron survey: knowledge check
- Community survey
- User participation/contribution
- Other:

Community support:

- Materials distributed
- Number of programs on PTTV
- Articles in newspaper
- Letters to the editor/editorials
- Community partner surveys
- Other:

Related objectives/dependencies:

PLANNING AND EVALUATION TEMPLATE	
<p>“Healthy Eating Every Day!” goal: Improved recognition of the library as a key resource for health information</p>	
<p>Objective: Increased awareness and use of trusted online health and nutrition resources, including MedlinePlus</p>	
<p>Target audience:</p> <input type="checkbox"/> Children & teens/parents <input checked="" type="checkbox"/> Adults <input type="checkbox"/> Community <input type="checkbox"/> Library	<p>Strategy:</p> <input type="checkbox"/> Collection <input checked="" type="checkbox"/> Programs <input checked="" type="checkbox"/> Online resources <input type="checkbox"/> Community support
<p>Resources:</p> <input checked="" type="checkbox"/> Staff <input type="checkbox"/> Volunteers <input checked="" type="checkbox"/> Consultant(s) <input type="checkbox"/> Other:	<p>Funding:</p> <input type="checkbox"/> Operating budget <input type="checkbox"/> Friends of the Library <input type="checkbox"/> PTPL Foundation <input type="checkbox"/> In kind contribution <input checked="" type="checkbox"/> Grant(s): NNLM/PNR Express Outreach*
<p>Time period: Sep-Dec 2008</p>	<p>Budget: \$1,000*</p>
<p>Activities:</p> <ul style="list-style-type: none"> ♦ Provide [number] of workshops for the public on searching for health and nutrition information online ♦ Review/update web site links on library web site 	
Evaluation Measures	
<p>Collection:</p> <input type="checkbox"/> Items added <input type="checkbox"/> Items w/drawn <input type="checkbox"/> Circulation <input type="checkbox"/> Turnover rate <input type="checkbox"/> Other:	<p>Programs:</p> <input checked="" type="checkbox"/> Attendance <input type="checkbox"/> Patron survey: change in attitude and/or knowledge <input type="checkbox"/> Staff impressions <input type="checkbox"/> Other:
<p>Online resources:</p> <input checked="" type="checkbox"/> Database searches (in-house/remote) <input type="checkbox"/> Staff survey: knowledge check <input checked="" type="checkbox"/> Patron survey: knowledge check <input type="checkbox"/> Community survey <input type="checkbox"/> User participation/contribution (Web2.0) <input type="checkbox"/> Other:	<p>Community support:</p> <input type="checkbox"/> Materials distributed <input type="checkbox"/> Number of programs on PTTV <input type="checkbox"/> Articles in newspaper <input type="checkbox"/> Letters to the editor/editorials <input type="checkbox"/> Community partner surveys <input type="checkbox"/> Other:
<p>Related objectives/dependencies: Update staff skills in searching and guiding patrons to quality web resources</p>	
<p>*Component of Express Outreach grant application</p>	

COLLECTION ASSESSMENT TEMPLATE		
Topic:		
Number of items/pub date	PTL	JCL
2008		
2007		
2006		
2005		
2004		
2003		
2002		
2001		
2000		
1990-1999		
1989 & earlier		
GOAL: Number of titles to add to collection/format:		

TITLES TO ADD				
Title	Author	Pubdate	ISBN	Price

AUTHOR/THEMATIC PROGRAM PLANNING TEMPLATE

Goal: Increased ability to make healthy eating a daily habit; increased awareness of policies, issues and trends affecting healthy eating choices

Audience: Adults, community

Community Read - 2009

Theme	Author/presenter	Book title / pubdate	Cost	Notes
Relationship to food; local eating	Michael Pollan	The omnivore's dilemma / 2006 In defense of food: an eater's manifesto / 2008	\$\$	Professor, Journalism, UC Berkeley http://journalism.berkeley.edu/faculty/pollan/ http://michaelpollan.com/
Food politics; smart food shopping	Marion Nestle	Food Politics: how the food industry influences nutrition and health / 2002 What to eat / 2006	\$\$	Professor, Dept of Nutrition, NYU http://steinhardt.nyu.edu/faculty_bios/view/Marion_Nestle

Author Programs

Theme	Author/presenter	Book title / pubdate	Cost	Notes
Local eating	Alisa Smith & James Mackinnon	Plenty: one man, one woman, and a year of eating locally / 2007	\$	Vancouver, BC authors; US ed. of The 100-Mile Diet

AUTHOR/THEMATIC PROGRAM PLANNING TEMPLATE

Author Programs [cont.]

Theme	Author/presenter	Book title / pubdate	Cost	Notes
Corporate food politics	Michele Simon	Appetite for Profit: How the Food Industry Undermines Our Health and How to Fight Back / 2006	\$\$	Berkeley author Author blog: http://www.informedeating.org/wordpress/
Relationship to food	Deborah Kesten	The Enlightened Diet / 2008	\$	Tacoma author; featured on KUOW "Sound Focus" 1/25/08

AUTHOR/THEMATIC PROGRAM PLANNING TEMPLATE

Other thematic programs

Theme	Presenter	Publications / presentations	Cost	Notes
Geography of obesity	Adam Drewnowski	Written widely on cost of nutritious, low calorie food, access to healthy food, GIS analysis of food availability in poor neighborhoods	\$	Professor of Epidemiology and Director, Center for Public Health Nutrition, University of Washington http://depts.washington.edu/epidem/fac/facBio.shtml?Drewnowski_Adam
Food safety	Janet Anderberg	Highly entertaining; presented at Washington State Food & Nutrition Conference, 2007	\$	Public Health Advisor, Washington State Dept of Health
Menu labeling	Margo Wootan	Speaks widely on consumer food issues	\$\$	Director of Policy, Center for Science in the Public Interest; frequently comes to Washington to testify about point-of-sale restaurant nutrition labels http://www.cspinet.org
Slow food movement	Members of Slow Food North Olympic Peninsula Convivium	Had presentations & demonstrations in PT in Nov 2007	\$	Local members include: Laurette McRae/Sweet Laurette's Frank D'Amore/Pane D'Amore
Container gardens for fruits & vegetables				
The whole foods kitchen	Brynn Griffin, Food Coop		\$	Brynn's time is free if done as part of her job; coop can donate any food

AUTHOR/THEMATIC PROGRAM PLANNING TEMPLATE

Other thematic programs [cont.]

It's easy! It's cheap! It's good for you! It even tastes good!				

BUDGET PLANNING TEMPLATE

“Healthy Eating Every Day!” goal:

Objective:

Target audience:

- Children & teens/parents
- Adults
- Community
- Library

Strategy:

- Collection
- Programs
- Online resources
- Community support

Resources:

- Staff
- Volunteers
- Consultant(s)
- Other:

Funding:

- Operating budget
- Friends of the Library
- PTPL Foundation
- In kind contribution
- Grant(s):

Time period:

Budget:

Activities:

Budget Details

Personnel	Staff (FTE x wage) * % benefits	\$
Services	Contractors	\$
	Program presenters	\$
Library materials	Books	\$
	AV	\$
Supplies	Program supplies	\$
Printing/publishing	Brochures, flyers, etc	\$
Travel	___ trips x ___/mile	\$
Other	[detail]	\$
TOTAL		\$

PROPOSAL DEVELOPMENT: <http://foundationcenter.org/getstarted/tutorials/shortcourse/components.html>

FUNDING RESOURCES					
Funder	Contact	Web site	Focus	Due date	Limit
General Mills		http://www.generalmills.com/corporate/commitment/champions.aspx	Each year, the General Mills Foundation awards 50 grants of \$10,000 each to community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle. Registered dietician or dietetics technician must be part of project (can be as a consultant).		\$12,000
Medina Foundation	Jennifer Teunon Program Officer (206) 652-8783 info@medinafoundation.org	http://www.medinafoundation.org/index.php?p=Guidelines&s=10	We look for organizations that both engage in strategic planning to meet well-mapped organizational goals and show positive results through their programs. Funding areas include Pre-school to 12th grade educational opportunities.	No deadlines; to apply, send us a one- to two-page letter of inquiry	

FUNDING RESOURCES

Funder	Contact	Web site	Focus	Due date	Limit
National Gardening Association and The Home Depot		http://www.kidsgardening.com/YGG.asp	NGA awards Youth Garden Grants to schools and community organizations with child-centered garden programs: gift cards to purchase tools & supplies at Home Depot	November 1	\$500
National Networks of Libraries of Medicine – Pacific NW Region <i>Express Outreach Grants</i>	Linda Milgrom lmilgrom@u.washington.edu	http://nnlm.gov/pnr/funding/Express_Outreach_2008.html	Goals: To improve use of health information by those in the public and medical community without adequate access to library and information services; To build or strengthen partnerships between network members and other community organizations; To foster local health information expertise in community organizations; To promote awareness and use of the products and services of the NLM and the NNLM.	March 1, 2008	\$12,000

FUNDING RESOURCES

Funder	Contact	Web site	Focus	Due date	Limit
Norcliffe Foundation	Arline Heffernine 206-682-4820 arline@thenorcliffefoundation.com	http://www.thenorcliffefoundation.com	Education, health, social services, civic improvement, culture & the arts, historic preservation, youth programs	Continuous review; decision 3-6 months after application; one request per applicant per year	
Paul G. Allen Family Foundations	Grants Administrator 206-342-2030 info@pgafamilyfoundations.org	http://www.pgafoundation.com/	Program areas include Community Development and Social Change and Youth Engagement; funding priorities are 1. investments in effective organizations and 2. public-private initiatives	Proposals due March 15 and August 15; letters of inquiry due one month prior	



The "Healthy Eating Every Day!" plan was made possible by a grant from the National Networks of Libraries of Medicine/ Pacific Northwest Region, 2007.