

SBC FOUNDATION 2005 PROPOSAL APPLICATION

(Please type)

OFFICE USE ONLY

Date received:

Name of Organization: Perfectly Babies Foundation

Project Title: Body Awareness Education and Clearinghouse Project

Address: 16 Las Moradas Circle

City: San Pablo State: CA Zip: 94806

Web Site: http://www.perfectlybabies.com Amount Requested: \$20,000

PRESIDENT OR CEO/PROGRAM CONTACT

Name and Title: Jeanice L. Ashanti-Cummings, Executive Director

Phone: (510) 234-3922 Fax: (510) 215-7849

E-mail: splashesll@aol.com

Signature: _____

PROGRAM INFORMATION

Type of Organization: (please select one) _____

Education – Community Development
– Health & Human Services – Arts & Culture

Racial and Ethnic Clients Served: (please list by percentages, so that total equals 100 percent)

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|-------------------------|--------------|------------------------|--------------|--------------|--------------|
| <u>African-American</u> | <u>14.9%</u> | <u>Hispanic</u> | <u>14.3%</u> | <u>White</u> | <u>40.9%</u> |
| <u>Asian-American</u> | <u>20.4%</u> | <u>Native American</u> | <u>0.6%</u> | <u>Other</u> | <u>8.9%</u> |

(percentages taken from 2000 census data on Alameda County, CA)

Are you applying as a Collaborative? No Yes

Name(s) of Collaborator(s): N/A

1. Applicant Organization (*Who Are You?*)

The Perfectly Babies Foundation was founded in 2004 with the goal of promoting habits that lead to sustained healthful living, both physically and psychologically. The focus of this grant request is our *Body Awareness* program. The mission of the Body Awareness program is to offer an innovative, multifaceted approach to nutrition and physical fitness issues. The program has three areas:

The goal of **Healthy Food Choices** is to train parents and guardians to teach their children how to make healthy food choices. The CDC's National Center for Health Statistics reports that from 1999-2002, 16 percent of children were considered obese, a 45 percent increase from the survey conducted from 1988-1994. By educating adults on the tenets of nutrition and balanced eating, showing them how to shop for nourishing whole foods, and demonstrating beneficial ways of preparing meals and snacks, we will help them serve as models for their children.

The goal of **Movement** is to encourage people to become more active, both for body image and health. The American Obesity Association reports obesity is higher among ethnic minority groups—particularly African Americans and Hispanics—and women in those groups are even more at risk for obesity. We are targeting these underserved populations in particular; individuals and families who cannot afford gym memberships or do not have the resources or space for exercise equipment at home. Our program will house exercise equipment at an easily accessible center where members can work out as well as learn about incorporating exercise into their everyday routines.

The goal of **Body Image** is to provide young girls and women battling negative body images with the emotional and psychological tools to make changes and gain self-acceptance. Studies show that approximately 1 percent of Americans suffer from Anorexia Nervosa and 4 percent suffer from Bulimia. That's nearly 1.5 million people (90 percent of whom are women) suffering from the most serious of body image issues; the number of women and girls suffering in silence is undoubtedly much higher. We will enable participants to discuss their feelings with others, determine personal goals related to their appearance or fitness level, and work within the Healthy Food and/or Movement aspects of the Body Awareness program to achieve those goals.

In addition to creating solutions for improving the physical and emotional health of our target audience, our Body Awareness program is examining the underlying factors that put these populations at risk in the first place. Unfortunately, a lack of funding means our use of technology lacks the depth of our program—we are currently limited to a static Web page and contact e-mail address.

Our vision is to create an interactive, Web-based clearinghouse of information based on current research and the practical knowledge of our Executive Director, who has nearly twenty years of experience working with nonprofits in providing direct services to minority and other underserved populations. SBC Excelsior funding would help us meet our education goals as well as enable us to expand our outreach efforts in a cost effective manner via a dynamic medium.

2. Project Summary (*Where Do You Want To Go?*)

The Body Awareness program recognizes that women and girls have unique time, economic, and sometimes cultural constraints that affect their educational, health, and civic leadership opportunities. The choices that women make and actions they take are observed by their daughters, sisters, nieces, neighbors, etc. Recent studies have shown that women have a unique way of communicating with other women that has both psychological and physical effects. Our goal with this project is to expand the ability of our program to provide a way for women to begin making positive, life-changing modifications at home, and then expand their efforts to effect positive changes for women everywhere.

The monumental leap in Internet access in our society provides us with the opportunity to reach a large number of people on a consistent basis without spending precious monies on continually designing, updating, and distributing educational materials in a print-only medium. At the same time, we recognize that our intended audience may not have the same access to technology as others.

A recent report by the Annie E. Casey Foundation indicates that in low income inner city neighborhoods, 84 percent of households with children do not own computers. Part of our goal, then, is to minimize the cost and time needed to access and understand our services, while at the same time provide an educational, fun, and motivational method to improve the lives of our program participants.

An SBC Excelerator grant would allow us to take this next step, by creating a Body Awareness Education and Clearinghouse. This Web-based clearinghouse would serve as a “one-stop-shop” to include information on the three primary areas of our Body Awareness program, as well as research and educational materials specific to these areas. In addition, we would offer a variety of interactive features to aid visitors to the Web site in their nutrition, movement, and/or body image endeavors. Some examples of these features include:

- Recipe generator: visitor to the site enters a key ingredient and is provided with low-cost, healthy meal options;
- Meal planner: visitor to the site enters the contents of a past or planned meal and is given information on what steps should be taken to balance the meal across recommended food groups;
- Farmers’ markets calendar that generates maps, directions, and/or public transportation routes;
- Healthy Food Choices partner pages where local grocery stores can promote their products and offer special deals for program participants;
- Movement log: program participant enters exercise activity and the site charts progress along a scale determined by the participant’s individual goals;
- Caloric calculator to show visitors how the everyday activities they do burn calories

- Anatomy education page: interactive detail of the human body that shows muscle groups, how they move, and what they do;
- Body Mass Index: BMI calculator with a narrative scale on what this number means;
- Statistics stacker: a searchable database of statistics related to specific nutrition, movement, and body image and body health issues;
- Chat rooms for participants to discuss their feelings, experiences, and/or concerns with body image issues (this may expand into subject-specific chat areas depending on numbers and need);
- Message boards for posting participant essays, poetry, etc.; and
- Streaming video of educational or inspirational presentations.

The clearinghouse would provide a collaborative, creative outlet for the Body Awareness staff to bring their knowledge and varied relevant experiences to life. This includes experience with providing services to underserved populations as well as experience in health education, communications and marketing, and Web site design (including usability and ADA compliance). An SBC grant would enable us to hire a professional Web programmer to collaborate on design and implement our initial ideas while we continually conduct program reviews and outreach to meet the needs of our program participants.

The clearinghouse would also serve as the core of a greater effort to better utilize technology and improve the exposure of our target populations to technology and its potential. In addition to funding provided by SBC, we will seek funding to establish a computer station in our Body Awareness center to provide access to program participants. The sum of these efforts would be increased knowledge, confidence, and skill-building across more than just our primary program areas.

SBC Excelsior funding would be the seed to start this aspect of our program's growth. It would aid us in building more partnerships and leveraging additional funding and support. Not only would we expand the reach of our efforts in education and the promotion of physical and emotional health among women and children, but we would provide greater exposure to the myriad possibilities of technology in instruction, training, and outreach to populations that would otherwise be overlooked.

3. Project Specifics (*How Will You Get There?*)

The Body Awareness Education and Clearinghouse Project as outlined above would begin immediately following notification of our successful application for SBC Excelerator funding:

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| Hiring of Web Programmer (December 2005) | Executive Director will hire a part-time Web design and programming professional after reviewing preliminary ideas with applicants to find the appropriate match. |
| Purchase of Computer Hardware & Software (December 2005) | Web Programmer will work in conjunction with Executive Director to purchase appropriate hardware and software for project. |
| Revision of Existing Web Site to Address Three Program Areas and their Interconnectivity (January 2006) | Executive Director and Grant/Technical Writer will work with Web Programmer to design and populate Web pages with background, research, and educational text. |
| Site Design Review & Determination of Order of Implementation (February 2006) | Executive Director will work with Web Programmer to design and implement an interactive feature for each area of the Body Awareness program. Web Programmer will advise on the level of effort for each feature so the Executive Director can prioritize and schedule their implementation. |
| Addition of Interactive Features of the Body Awareness Web site (monthly beginning February 2006) | Executive Director will work with the Web programmer to roll out an additional Web site feature each month. Executive Director will also review suggestions from staff and program participants to see which features are most requested and revise the Implementation Plan accordingly. |

In terms of achieving success and sustainability, we have identified the following critical areas: building partnerships, providing education and instruction while providing a supportive and neutral environment for participants, and facilitating sustainability through adult-to-child and peer-to-peer training and role modeling.

As part of our education efforts, we will empower women and girls to make changes not only in their own lives, but to serve as role models for others. This will facilitate the participation of these women in social, environmental/health, or economic policies or legislation that may impact their well being. As other women see the changes their peers are able to make and are encouraged to do the same, our program will take on the self-sustaining role we currently envision.

4. Project Outcomes (*How Will you Know When You've Arrived?*)

We view The Body Awareness Education and Clearinghouse Project as an ongoing, evolving effort using the SBC Excelsior grant as a critical starting point. We anticipate we will track the success of the project in tandem with the other areas of the Body Awareness program.

There are various ways we can apply quantitative means to measure our success, including the following:

- Amount of funding we've leveraged through grants;
- Amount of in-kind services provided by partners or through donations;
- Number of partnerships formed;
- Number of participants in the program;
- Demographic representation in the program;
- Number of communities represented;
- Number of visitors to the Web site;
- Number of educational articles or interactive features on the Web site; and
- Frequency with which Web site is enhanced with new features.

These numbers can easily be tracked on a monthly basis through bookkeeping and enrollment records, confidential participant enrollment forms, and Web site logs. An additional benefit, specifically for tracking the success of the education and clearinghouse project, is that reports on traffic to our Web site can provide us with a breakdown on the numbers, types, and frequency of visitors to the Web site, as well as which areas of the site were accessed most frequently.

The Body Awareness program, however, is about having a positive influence on the **quality** of the lives of the women we encounter. Qualitative measures are more difficult to track, but may have the most impact in continuing the success of our program. To that end, we will ensure that we work on tracking both types of measures. Our partners, donors, and investors will have numerical data to show how their contributions are being utilized, while our publicity and communication efforts will benefit from the stories that our participants can share about their experiences and the efforts they have made to make changes in their lives and the lives of their families, friends, and communities at large.

We recognize that as our program expands there will be changes to the vision we have outlined. Because we expect these changes to occur based on meeting the needs of our program participants, we will eagerly embrace them as they come. Although we may have hurdles to overcome, we look to this project as the tool to best begin our journey. In the short term, we will use the above measures and the anecdotes and actions of our program participants to showcase our success. In the long run, we will know *we have arrived* when we have inspired an open dialogue on the disparate impact on underserved populations and inspire women to make changes in how they are perceived and how they perceive themselves.

5. Project Communication (*Spread the Word.*)

The marketing plan for The Body Awareness Education and Clearinghouse Project combines a grassroots and multimedia approach. Although our project proposes the creation of a Web-based “one-stop-shop” for nutrition, exercise, and healthy body visualization, we are also aware that some of the factors contributing to why our target populations are often overlooked (economic, language, etc.) also serve as barriers to be overcome in order for potential participants to access our project and make it a success.

To that end, we propose to build upon the partnerships we are forming across the Body Awareness program, and ensure that our communication and outreach plan includes the following:

- Public Service Announcements on multilingual radio stations and cable television channels;
- Multilingual promotional flyers in neighborhood grocery stores as well as current Internet access points such as libraries and coffee houses;
- Presentations at meetings for civic groups and other local organizations;
- Educational and promotional presence at social events such as block parties and cultural fairs;
- Partnerships with local education and social service agencies;
- Partnerships with local businesses; and
- Multilingual targeted mailings.

In addition to the options listed above, we believe a major component of the promotion, success, and sustainability of this project will be the testimony of the participants themselves. We will take every opportunity to have Body Awareness program participants speak or share written thoughts with their classmates and neighbors to show what they’ve learned, what changes they’ve been able to make, and where they see themselves in the future.

We propose to name the computer center after the SBC Foundation. In addition, not only would the Foundation figure prominently on all printed materials distributed, it would be mentioned on all radio and television advertising, in all presentations, and prominently identified as a sponsor on the Body Awareness Education and Clearinghouse Web site. We view this project as a critical component of bringing our efforts to a large-scale audience, so any and all outreach efforts would include bulletins on updates to the Web site along with reminders of how the SBC Excelsior grant made the project possible.

BUDGET INFORMATION:

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|-----------------------|-----------------------------|
| Total Project Budget: | \$20,000 |
| Amount Applied for: | \$20,000 |
| Name of Organization: | Perfectly Babies Foundation |
| Budget Period: | December 2005 to June 2006 |

Technology

| | |
|----------------------|----------|
| Hardware | \$12,000 |
| Software | \$2,000 |
| (A) Total Technology | \$14,000 |

Other Project-related Expenses

| | |
|--|---------|
| Personnel | \$6,000 |
| (B) Total Other Project-related Expenses | \$6,000 |

| | |
|--------------------------------|-----------------|
| Total Direct Cost (A+B) | \$20,000 |
|--------------------------------|-----------------|

Budget Narrative

Summary

The Body Awareness Education and Clearinghouse Project is an ambitious undertaking that will change the way we are able to provide education and outreach services to our program participants. We are planning to implement the project in stages as we use the SBC Excelerator grant award to leverage additional funding from partners and/or investors.

- ◆ The *Total Project Budget* represents not only the Web-based series of interactive features described in our application, but the establishment of a small computer center in the Body Awareness program center to enable better Internet access for our target audience and encourage and promote their use of and comfort level with technology. Additional funding and donations for this aspect of the project will be sought from other sources as our program expands and we explore new educational technologies.
- ◆ The *Budget Period* reflects our desire to begin as soon as possible following notification from SBC. Recognizing that the winter may be disruptive due to holiday and travel schedules, we anticipate the majority of the work to begin at the start of 2006 and continue on a preliminary six-month path to allow time for implementation, tracking, and revision based on the needs of our program participants.
- ◆ *Technology Expenses* reflect the purchase of computer hardware and software of a speed and capacity to more easily enable the creation of the clearinghouse we envision, as well as the establishment of the computer station in the program center.
- ◆ *Personnel Expenses* reflect the salary of the part-time Web professional for the preliminary six-month period as s/he works with us on design, implementation, and revision of the Web-based clearinghouse. We will seek additional funding from other sources for either the continuation of this position, or for training of Body Awareness staff in maintenance of the Web site if all proposed features have been completed by the end of the project period.

**Perfectly Babies Foundation
Body Awareness Program
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