Health Rocks! Final Program Report Form

2012 Health Rocks! Institutionalization Grant
Due January 15, 2013

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Please answer the below questions giving as much detailed information as possible. Feel free to send/attach any supplemental documents, pictures and/or videos to support this report.

1. What are some of your program's accomplishments in the areas of implementation, evaluation, and fund development for this year?

Implementation:

We not only reached our goal of 7000 but exceeded it with reaching over 7500 youth!

In the first half of the year we trained 60 new educators, and we had trained 65 youth educators and another 155 adults. In the second half of the year we trained another 42 youth and 13 adults for a grand total of 210.

We planned to teach in the Christina School District using Public Allies and that has occurred. We have reached approximately 600 in that district in the first half of the year, and another approximate 500 in the fall.

We did continue to support teachers from the Red Clay School District reaching 200 youth.

We also made in-roads into the Colonial School District reaching over 300 youth.

We did facilitate using youth and adult partners in afterschool, and private schools statewide and expanded into other school districts including Lake Forest, Smyrna, Capitol, and Woodbridge.

We continued marketing efforts included article in Newark Post, State wide Web Site Presence and local college newspapers and a more active facebook that includes weekly-monthly input tips or photos.

We send letters to 150 camp directors throughout New Castle and Kent Counties and have identified coordinators to assist us with outreach over the summer months.

We conducted community wide Train the Trainers in each county and specific training targeting camp counselors state wide. We trained 4-H staff, YMCA staff, New Castle County staff, Latin Community Center Staff, Wrap around Delaware staff, and individual location staff.
We have added 16 new camp locations, are scheduled to return to previous camps, and expect to reach our goal of 30 new camp locations.

We even stayed busy over spring break at Del Tech Stanton and Claymont Boys and Girls Club.

We established a new partnership with the Appoquinimink and Dover School Districts as well as the Guidance Counselors for the Catholic Dioceses of Wilmington.

As a celebratory moment we hosted a summer Olympics party for our Health Rocks Educators.

We awarded educators recognition at the New Castle County Achievement Banquet in October. We plan to do this Statewide in 2013

Evaluation:

We have evaluation instruments on approximately 1750 youth. The consensus was that the Health Rocks program is extremely well received. Students spoke to the great job their educators did, to how much they learned and to how great the program is. Some youth comments are included in the success section.

Fund Development:

The Health Rocks publically in the first half of the year held two fundraising events. These events produced a total of about $500.00 that was used to purchase teaching supplies. More important than the money earned was the camaraderie developed among the youth educators who participated in the events.

The College of Agriculture has hired someone this fall to be the development person for the college. We are optimistic that this will result in more funds for programs such as Health Rocks.

Mark Manno wrote a grant for the United Way of Delaware and Astra Zeneca that was awarded to be implemented in the Dover Area. This grant includes facilitation of Health Rocks by stipend educators and helps to supplement the reduced funds for 2013.

The Delaware 4-H Foundation is also becoming more active in their fundraising efforts.

2. What if any challenges/obstacles have you faced in the areas of implementation, evaluation, and fund development this year? Were you able to solve the problem? If so, how? If not, why?

Implementation Challenge or Obstacle:
The sheer size of the implementation effort for 2012, 7000, was a daunting number for the little state of Delaware. While we certainly have the population to support the effort, it required a persistent, dedicated team to achieve this accomplishment.
When summer started and we had “only” reached about 2500, we were concerned and knew how hard we would have to work to reach the goal.

Solution:
We held regular team meetings to stay on task and increased the amount of people who were reaching out and making calls. We created Google documents to record what sites had been contacted and what the outcome had been. We also created Google documents of trainers by county. Using technology has enabled more people to engage in the effort and for us all to know where we are at. We have used the Google calendar for a few years now and these additional systems have helped to increase our reach.

The other solution is to remain optimistic and trust in the Lord!

Evaluation Obstacle:
This year was our first year holding the IRB for the grant and that required some additional paperwork on our end. Training teams had to be retrained on the evaluation protocol.

Solutions
We did not begin implementation of evaluation until March when we were confident of the process and had trained the facilitators who were most active. Whenever a past facilitator prepared to teach we phoned them to discuss the process, and gave them written instructions on how to complete the evaluations, and followed up with them following their teachings. We included the new protocol in our train the trainer programs.

We did not complete as many evaluations as we normally would over the summer because of the aspect of returning a photocopied and signed document to the youth. This is much easier to administer during the school year when copy machines are available on site.

Fund Development Obstacle:
The amount of money budgeted per youth for 2013-2014 is 30% lower so fund development was critical.

Solution:
We have secured a grant from Astra Zeneca and the United Way of Delaware that will enable us to include costs of facilitating Health Rocks in the Dover Area from that grant. This has also enabled us to continue to fund the PI on this project.

3. What lessons have you learned that you will apply to next year's implementation?
2012 was the first complete year we hosted public allies. While there is a training curve for each new ally, it is worth the effort because they are able to facilitate the program in schools and reach larger numbers than our youth educators can reach in afterschool and weekend program.

We will continue to stipend youth and adults trainers although this does create an additional paperwork effort on the part of the implementation team and the support staff of the university. We have moved a couple of our regular stipend trainers to miscellaneous wage and this is a more
cost effective method for adults who have good availability and don’t mind switching over to payroll. We have a few teachers who take advantage of the $100.00 gift card incentive and we continue to offer this for them.

At this time we have a large group of locations that have hosted Health Rocks and been pleased so these are the first locations we call for the 2013-2014 implementation.

4. Using the Revolution of Responsibility story guidelines provided below, give us at least (1) success story of youth who have been impacted by participating in the Health Rocks! program

A: Define a problem within your community. Hint to how you’ve begun to solve it.
In the community of Wilmington there was an increase of street violence this year related to drugs and other crime. While 4-H is sometimes considered a rural youth program, health rocks provides a mechanism to reach into the intercity and touch the lives of many youth. We were able to grow leaders and to have discussions about real things happening in their lives.

B: How can 4-H be a part of the solution? In 2012, the Health Rocks Public Ally worked on a community improvement project in the community of Edgemoor which is an at risk area on the north side of Wilmington. The ally trained a group of young teens ages 13-16 to be Health Rocks Educators. These young people were so excited about the program and the chance to provide leadership and earn a stipend, that they taught over the summer at many locations including the Edgemoor Afterschool, Clarence Fraim Boys and Girls Club, Kumba Academy Summer Camp, 4 of the 6 Urban Promise Summer Camps, Fletcher Brown Boys and Girls Club, Peoples Settlement, Wilmington PAL, West End Summer Camp, Edgemoor Summer Feeding, and Edgemoor 21stCLC.

What we’re doing now to make our future better.
These young people had a chance to be positive role models and be encouraged to demonstrate helping skills rather than skills that tear down a community. The parents were involved as they were able helping their son or daughter get to their teaching assignments.

C: How is this impacting your community? This is your chance to talk about how this is a Revolution of Responsibility.

These teens demonstrated to younger youth in their community that there are other fun and productive activities that they can do in their spare time, and the value of staying away from drugs.

In addition to the new skills these at risk youth developed, they also received a stipend to help them have their first job. Additionally, this group of young people attended our October Achievement Banquet where they received recognition for their accomplishments.
Here are some quotes from our evaluations:

“Health Rocks is a great experience to influence kids that smoking, drinking, and taking drugs is wrong.”
“Health Rocks was a great experience for me because I didn't know much about drugs, alcohol, and tobacco.”
“I think everyone should get another visit from you guys =). You guys taught me a lot more =) Thanks!!!”
“I liked the experience of Health Rocks. It was a fun way to learn about what is bad.”
“I think Health Rocks ROCKS! They help people who need to stop smoking, drinking alcohol, and drugs.”
“I really enjoyed learning about this because my teacher made it very fun, and I want to be in law so it interested me.”
“I thought it was very informative.”
“Enjoyed the training and looking forward to helping improve awareness.”
“I enjoyed the experience. I learned a lot of different ways to engage youth and to discuss alcohol and drug use.”
“I really could know if rumors about drugs were real or not.”
“I feel that Health Rocks helped me understand more things about drugs and influences. I also learned what to do and how to help myself and prevent it.”
“It was fun and now I am happy to know what drugs can do to you to make SURE I never do them.”

2012 SITES FOR HEALTH ROCKS DELAWARE

January
Clarks Corner*
Operation Military Kids
Country Clovers*
Laverty Lane*
Garfield Park 4H Afterschool Program
Shue-Medill 4H Afterschool Program
Newark Charter School
Douglass Alternative School*
Georgetown Boys & Girls Club*
Downes Elementary School*
Western Newark YMCA
Dover Air Force Base

February
Mispillion Elementary School*
Milford Boys & Girls Club*
The College School
Immaculate Conception School*

March
Shue-Medill Middle School
Holy Angels School
New Castle County Train the Trainer
Marlbrook Elementary*
Milton Elementary*

April
Urban Promise School Train the Trainer*
Del Tech Stanton Spring Break Camp
Pencader High School
OMK Teen Weekend
OMK Yellow Ribbon Events
St. John the Beloved Elementary* 5th grade
Simon Circle B&G club

May
Urban Promise Afterschool*
New Castle Boys and Girls Afterschool
Western YMCA Afterschool*
Claymont Boys and Girls Club Afterschool
Brandywine Springs Elementary
Carcroft Elementary*
NCC Trainer Meeting
Kent County Train the Trainer
St Johns the Beloved 6th grade

June
Brader Elementary 4th and 5th
Coachman’s Manor Summer Camp*
Edgemoor Community Center Train the Trainer
Edgemoor Afterschool*
Lord Baltimore Elementary* 4th and 5th
Cornerstone Summer Camp*
Laurel Boys and Girls Club
Western YMCA Train the Trainer
Western YMCA Summer Camp
Del Tech Stanton Summer Camp I
Delaware 4-H State Camp
Newark 4-H Day Camp
Milford Boys and Girls Club Summer Camp
Hockessin PAL
New Castle County Train the Trainer
Laverty Lane Summer Camp*
Clarence Fraim Boys and Girls Club*
Oak Orchard*
Little Einsteins
Kumba Academy*
Appoquinimink Boys and Girls Club
Urban Promise Day Camps*
  Camp Hope*
  Camp Freedom*
  Camp Promise*
  Camp Harmony*
  Camp Victory *

July
Latin Community Center
Fletcher Brown Boys and Girls Club*
People’s Settlement*
Claymont Boys and Girls Club
Sanford Day Camp/Sports Camp*
Kirk Summer Program*
Tutor Time
Perryville YMCA
Police Summer Camp in Middletown*
Whatcoat UMC Camp
Shue Summer Enrichment Program
Small Wonders
Wilton Club Apartments*
New Castle Boys and Girls Club
Wilmington PAL
Whatcoat United Methodist Church
Garfield PAL*
West End Summer Camp*
Edgemoor Summer Feeding Program*
St. Matthew’s Summer Camp
Kent County 4-H Day Camp
Del Tech Stanton Summer Camp II
Kent County 4-H Camps TTT
Laurel Boys and Girls Club Summer Camp

August
Animal Science Camp
Edgemoor 21st CLC*
Western YMCA
Hockessin PAL
Walnut St. YMCA
Train the Trainer at Latin Community Center
Camp Fresh*

Return to Jeanine Goldsmith jgoldsmith@4-H.org
Liberty County Community Center
Simon Circle Summer Camp

**September**
Downes Afterschool*
West Park Elementary*
Wrap Around Delaware Train the Trainer*
Long Neck Elementary
East Millsboro Elementary

**October**
Downes Elementary
New Castle County Train the Trainer
Pencader
Kent County Train the Trainer
Kirk Middle
Servium Girls Academy
Shue Medill Middle School
New Castle County TTT
LuLu Ross*
Central Elementary*

**November**
Learning Express
Downes Elementary
Seaford Central Elementary
Lu Lu Ross
Dover Air Base
Newark Charter Elementary

**December**
St John the Beloved
Kirk 8th grade
Kirk afterschool
Holy Angels
Appo B&G club
Newark High
Dover High
HB Du pont afterschool (got us into)*
HB Dupont 6, 7, and 8th*
Gauger Elementary*
Hanby*(to finish in 2013)
East Millsboro Elementary
Banneker Elementary
West Seaford Elementary