


Promoting Key Health Behaviors: Nutrition, Physical Activity, & Sleep	Core	Comprehensive
<p>(1) Program Promotion & Training</p> <ul style="list-style-type: none"> •Health promotion materials <ul style="list-style-type: none"> »Posters, banners, bookmarks, stickers, website »Web portal: customization & material download •Health promotion materials customization, printing, & distribution •Kick-off & training events <ul style="list-style-type: none"> »School staff & volunteer training events and materials »Online & downloadable training materials •Customer support for schools <ul style="list-style-type: none"> »E-mail »Phone 	<p>✓ ✓</p> <p>✓</p> <p>✓</p>	<p>✓ ✓</p> <p>✓</p> <p>✓ ✓</p> <p>✓ ✓</p>
<p>(2) Daily Health Behavior Tracking</p> <ul style="list-style-type: none"> •Web 2.0 health tools <ul style="list-style-type: none"> »Web portal: training videos, health documentaries, health tracking, incentives, health education content, online communities, messaging, avatars •Paper-based scorecards <ul style="list-style-type: none"> »Templates for download »Scantron machine based entry •Classroom tracking posters 	<p>✓</p> <p>✓</p>	<p>✓</p> <p>✓ ✓</p> <p>✓</p>
<p>(3) Education & Mentorship</p> <ul style="list-style-type: none"> •Volunteer Corps <ul style="list-style-type: none"> »Parent workshops »Special initiatives (healthy reading sessions, eHealth documentaries, healthy art contests) »Personal healthy lifestyles mentorship* »In-class health education & curriculum* 		<p>✓ ✓</p>
<p>(4) Motivational Catalysts</p> <ul style="list-style-type: none"> •Incentives (national) •Incentives (local) •Co-branding with key local organizations & celebrities •Recognition events 	<p>✓</p>	<p>✓ ✓ ✓ ✓</p>

*Pilots / partnerships under consideration

Promoting Key Health Behaviors: Nutrition, Physical Activity, & Sleep	Core	Comprehensive
<p>(5) Policy & Partnership</p> <ul style="list-style-type: none"> •Playbooks: Data-driven Policy & Collaborations Guidance* <ul style="list-style-type: none"> »School »Community •Partnerships <ul style="list-style-type: none"> »Alliance for a Healthier Generation »Computers for Youth 		
<p>(6) Infrastructure for Healthy Behaviors</p> <ul style="list-style-type: none"> •In-School Wellness Centers* 		

*Pilots / partnerships under consideration

Launch Budget

Personnel	\$190,000
•Local Director [1.0 FTE x 2 years support]	\$50-60,000
•Program Associate [1.0 FTE x 2 years support]	\$35-42,000
•Customer Service [0.25 FTE]	\$10,000
•AmeriCorps VISTA Coordinators [1.0 FTE]	\$10-14,000
Program Promotion & Training	\$25,000
•Program and marketing materials	\$15,000
»Posters, banners, bookmarks, t-shirts, stickers, scorecards, user manuals	
•Kick-off events and materials	\$10,000
»Start-up kits, food, facility	
Daily Health Behavior Tracking	\$7,500
•Web 2.0 health tools (FitNet)	<i>in-kind</i>
•Scantron machine	\$7,500
Education & Mentorship	\$10,000
•Recruit, train, manage Volunteer Corps	
»Transportation, background checks, food, printing, t-shirts, curriculum development, supplies for Special Initiatives	
Motivational Catalysts	\$20,000
•Incentives	\$10,000
•Recognition events	\$10,000
»Materials, marketing, food, facility	
Evaluation	\$5,000
General Administration	\$7,500
•Professional services, office supplies	\$7,500
•Office space	<i>in-kind</i>