

Wisconsin Rural Hospital Flexibility Program
Rural Communities Grant Program 2009-10

GRANT APPLICATION COVER SHEET -- Attachment A

Project Title: Door Weigh to Family Health **Coalition Name:** Door Weigh to Family Health Coalition
Planning Grant ___ **or Implementation Grant** x (select one) **Amount Requested:** \$19,865

1. Applicant Organization (entity with which the grant contract is to be executed)

Legal Name Door County Memorial Hospital Foundation

Address 1843 Michigan Street

Sturgeon Bay, WI 54235

Phone (920)746-1071

FAX (920)746-1072

2. Administrator, Executive Director, or CEO

Name Michael T. Herlache

Title Executive Director

Phone (920)746-1071

Email herlache@lssurg.com

3. Contact Person for Application

Name Andrew K. Boettcher

Title Funds Development

Phone (920)746-1071

Email andrew.boettcher@ministryhealth.org

4. Person authorized to sign the grant contract

Name Michael T. Herlache

Title Executive Director

5. Federal ID # of applicant organization:

39-1649104

6. List all active partners (those responsible for activities and/or contributing matching/in-kind contributions). Use an additional page if necessary – this will not count against your page total:

Door County Memorial Hospital Door County YMCA Door County Memorial Hospital Foundation

I certify that the information contained within this application is true and accurate to the best of my knowledge. I submit this application on behalf of the applicant organization.

Signature

Date
7/23/09

B. Executive Summary

1. Title and Description of Project

Overweight and obesity are common health conditions with prevalence rates increasing nationally and in Door County, Wisconsin. According to the Wisconsin Department of Health Services Report titled "Obesity, Nutrition and Physical Activity in Wisconsin", the U.S. obesity rate is among the highest in the world. In 2006, Wisconsin's obesity rate ranked 16th highest in the country. Since 1990, obesity prevalence in Wisconsin more than doubled, and the largest percentage of increase occurred in the most extreme obesity categories. The Door Weigh To Family Health Coalition found a source of information, the Trim Kids program, and used it as a guide for the collaboration to provide a program titled Door Weigh To Family Health (DWTFH) to combat obesity in children in Door County.

The purpose of the Door Weigh To Family Health program is to improve the health and well being of children and parents in Door County. This will be achieved through the implementation of a program developed as a partnership among the Door County YMCA, Door County Memorial Hospital and the Door County Memorial Hospital Foundation. This program will assist children and their families to increase their level of physical activity, direct them in making healthier food choices and strengthen their self esteem.

The book "Trim Kids: The Proven 12-week Plan that Has Helped Thousands of Children Achieve a Healthier Weight" represents 15 years of clinical service with the children of New Orleans and developed from experiences learned by practitioner's interaction with more than 1,000 overweight children and their families. Trim Kids has been developed as a treatment program for overweight and obese children and adolescents. These nutrition, exercise, and behavior modification programs use widely accepted techniques employed by medical, exercise, psychology, and nutrition professions.

The DWTFH program is a comprehensive 12 week program to that will be held at the Door County YMCA in Sturgeon Bay, Wisconsin. Participants must be ages 6-18 and have a BMI of 85% or greater, which is considered at risk for overweight. This is the area we want to start reaching children before they cross into the 90% or 95%. The program is held on Thursdays from 5-6:30 pm each week. The components to the program include nutrition education, physical activity, goal setting, road blocks and challenges to proper health, homework assignment, health snack preparation and various healthy food choice activities. The participants include both the youth and the parents. Families sometimes have more than one child or more than one parent from a family.

The DWTFH Coalition received a grant from a local foundation to pilot a program last year and has had a remarkable increase in the amount of participants, from 8 to 20, as well as noticeable progress towards more healthful living. We are now looking to implement the program this fall and need additional funding. Families have continued to show a strong interest in the program and are anxious for more.

C. Coalition Information

1. Description of Coalition and the partners' roles in the project

The program partnership includes staff from the Door County YMCA, Door County Memorial Hospital, and the Door County Memorial Hospital Foundation. Individuals from each of these organizations provide expertise in several areas vital to the program including physical fitness, health and well being, illness and disease, and community based programs and research.

The current coalition is represented by the following stakeholders:

Dan Powell-Door County YMCA

Mary Claire McHugh-Door County YMCA

Gina Newton-Door County Memorial Hospital

Andrew Boettcher-Door County Memorial Hospital Foundation

Cindy Weber-Door County YMCA

Partnership Strengths and Capabilities - The community partners have been meeting for over three years with the shared goal of promoting community wellness in Door County. The Hospital, YMCA and Hospital Foundation have all worked together in the past and are capable of providing quality programs in the area. The Coalition between the community organizations started in 2006 and will continue to develop throughout this project. Each of the partners brings unique capacities that will enable this project to be successful.

The Door County YMCA has a state-of-the-art fitness facility, serves a significant number of families, and employs trained and certified fitness staff. The Door County YMCA serves over 7000 members of the community each year with nearly 20% of the membership receiving a reduced rate membership. In addition, over 800 children and adolescents have participated in programming since January 2009. The sheer number of community members who use the YMCA's services as well as the response provided by the association to provide services to individuals and families of all income levels, shows the commitment of this organization to the health and well being of Door County residents. The Door County YMCA will provide the space, staffing and fitness expertise for the program.

The Door County Memorial Hospital was founded as a non-profit community hospital by local leaders in 1944. Door County Memorial Hospital merged with Ministry Health Care in 1999. The hospital is guided by the four basic values of Service, Vision, Presence, and Justice. DCMH has grown to include Acute Care, the North Shore Medical Clinic, Skilled Nursing, Rehabilitation Services, Door County Memorial Hospital Dental Clinic, Senior Foot Clinic and Home Health Service. These services are provided to the community through 90 physicians, 20 certified Critical Access Hospital beds, 25 skilled nursing beds and over 600 employees. It is the second largest employer in Door County and serves as the only hospital in the area. Door County Memorial Hospital is a Rural Hospital and Sturgeon Bay, as well as most of Door County, is classified as a Health Professional Shortage Area (HPSA). The Hospital will provide the dietitian and health related expertise. North Shore Medical Clinic has been a department of Door County Memorial Hospital since the early 1990s and offers both primary and multi-specialty practice opportunities. The clinic offers primary and specialty care services in ear, nose and throat (ENT), family medicine, internal medicine, neurology, orthopedics, podiatry, pulmonary medicine, rheumatology and urology. The North Shore Clinic Doctors will provide the referrals of youth patients to the program.

The Door County Memorial Hospital Foundation was created by a dedicated Board of Directors of the hospital with a mission of developing and managing giving opportunities to support the health care needs of the community. Since that time, thousands of donations have been received to help create new services, update technology and renovate the aging facilities at Door County Memorial Hospital. The "Our Legacy of Quality Care" capital campaign was designed to update and replace the aging facilities that were built in 1963. Since this \$40.0 million plan was implemented in 2001, Door County Memorial Hospital Foundation has raised \$11 million to construct the surgical services addition, the Door County Cancer Center, Women's and Children's Center, a permanent MRI and now a new patient rooms addition to be completed in 2010. The Door County Memorial Hospital Foundation will serve as the fiscal agent and grant administrator for the program.

2. History of the planning process

The organizations involved in this project have a history of successful collaborations on various health, wellness and youth programs. The Door County YMCA and Door County Memorial Hospital have been collaborating on various health, wellness and youth programs for 20 years. Trust has been built between the current organizations involved in the DWTFH and the long lasting relationship will continue to grow and produce results. In addition, the groups each have a well defined and equal partnership in this project which will ensure a healthy coalition.

The DWTFH group began meeting in June 2006 to plan a program to combat childhood obesity and continues to evolve. The partners are committed to the success of this project and have continued to work together in the absence of significant funding and have collaborated on the development of this proposal. Each organization has grown in its understanding of each others' environment and guiding principles and this will continue to strengthen as the program is implemented. The partnership has been characterized by open communication, mutual trust, continuous feedback, and recognition of needs and barriers. The coalition schedules regular face-face meetings and numerous emails in order to continue to strengthen these critical characteristics of effective functioning.

D. Problem/Need Being Addressed

1. Description of the problem or need, with appropriate quantitative backup

The purpose of the Door Weigh to Family Health (DWTFH) program is to improve the health and well being of children and parents in Door County. This will be achieved through the implementation of a program developed as a partnership among the Door County YMCA, Door County Memorial Hospital, and the Door County Memorial Hospital Foundation. This program will work with children and their families to increase their level of physical activity and ability improve nutrition and dietary choices, decrease weight and Body Mass Index (BMI) and strengthen self esteem.

These issues are of concern on a national, statewide and local level. Physical inactivity and poor diet are the leading causes of premature death and a major contributor to illness and disabilities including heart disease and stroke. According to "Obesity, Nutrition and Physical Activity in Wisconsin" by the Wisconsin Department of Health Services, Door County ranked in the highest quarter of overweight youth in the July, 1, 2009 report. Our counties youth were in the 33.1% to 47.7% category, with 34.1% of Door County youth being overweight. This ranked them higher than the state of Wisconsin average, 29.3%, and the nation, 30.3%. Obese youth are 20-40% more apt to be obese adults if they are obese as youth. Also, more than half of these overweight youth have more than one risk factor for cardiovascular disease. While not all risk factors that contribute to heart disease and stroke can be modified, such as age and genetics, many can. These include physical inactivity, high blood pressure, high cholesterol, poor nutrition, overweight and obesity, and tobacco use.

Door Weigh To Family Health will address the four issues in the following ways. 1) The project will address the major risk areas of overweight, obesity, lack of physical activity and poor nutrition. This will be achieved through the identification of children with a Body Mass Index (BMI) in the 85th percentile or above for their age and height. BMI will be determined by area medical practitioners, school nurses or counselors or other service providers familiar with the project who will refer children and their parents to the program's coordinator. Those who agree to participate will be taught strategies to decrease BMI, increase physical activity and improve their nutrition. 2) The DWTFH program will focus on a rural population that includes children, adolescents and their parents living in Door County. The Door County area is designated by the U.S. Department of Health and Human Services Administration as a Primary Health Professions Shortage Area as well as Medically Underserved Area and Population. The DWTFH program will provide education and outreach services to individuals who may not otherwise seek or

receive them. 3) The project will attempt to reduce the risk factors for heart disease and stroke. Heart disease, hypertension and stroke are the leading causes of death among men and women of all racial and ethnic groups in Wisconsin. While not all of the risk factors for heart disease and stroke, such as genetics and age, are modifiable, many risk factors can be reduced or eliminated through lifestyle changes. These risk factors include physical inactivity, high blood pressure, high cholesterol, poor nutrition, overweight and obesity, and tobacco use. The DWTFH will work with families to increase their physical activity and improve diet and nutrition as well as provide education on health related topics. 4) The Door County project will strengthen community capacity through a community health improvement process. The DWTFH is community based and will rely on developed partnerships to implement and sustain the program. This includes, a network of community based referral resources, marketing through local clinics and health care providers, businesses and schools. The DWTFH staff will include a dietician and fitness instructor who will provide fitness and nutrition education to participants.

2. Why now is an appropriate time to address this problem or need

This month, the new state by state article entitled "F as in Fat: How obesity policies are failing in America 2009" ranked Wisconsin as having a 27% childhood obesity ranking. These are the percentage of children with an 85% BMI ranking. Rankings are based on combining three years of data (2006-2008) from the U.S. Centers for Disease Control and Prevention's Behavioral Risk Factor Surveillance System to "stabilize" data for comparison purposes. In addition, the 2006 Pediatric Nutrition Surveillance System (PedNSS) reported that 18.6% of the 7,300 youth in Door County were over the 95th percentile of weight for their age compared to 16.3% in the state of Wisconsin. Overweight children are at an increased risk of developing health problems including Type 2 diabetes, high cholesterol, high blood pressure, severe asthma and joint problems. Adolescents who are overweight have a 70% chance of becoming overweight or obese as adults with the number increasing to 80% if one or more parent is also overweight. An immediate consequence of overweight experienced by many children is social discrimination which can be associated with poor self-esteem and depression.

The Door County COMPASS II survey, conducted by the United Way of Door County and the University of Wisconsin Extension in 2006, has documented that increased physical activity and enhanced nutrition are needed to improve the overall health of Door County families. A recent assessment of the county resulted in the identification of several key focus areas for health improvement. Two priorities, mental health concerns and overweight/obesity, led the list. Overall, 36.2% of the survey respondents listed suffering from stress, anxiety, or depression as the number one major health issue in Door County. Overweight and obesity were also listed by 25.9% of the respondents as major health issues. The findings of this survey assisted in the development of the DWTFH program.

Now is also a great time to address the problem because we just offered a successful pilot program where attendance was the largest so far with 20 people in attendance. Word of mouth has spread and many of the families heard from other families about the program and wanted to join. The excitement has started to build from our hard work laying the foundation. Some of the activities during the pilot included each child keeping journals with their goal, exercise record and food records. They were rewarded each week if they had their journals along with to class and made progress toward their goals. The age range of children in attendance was 6 years old to 16 years old. All the kids made good progress toward healthier habits. For example, one participant reduced her soda intake from about 2 liters each day to about 2-3 cans each day. She is now drinking much more water. Another participant discovered, after he received his personalized meal plan, that his portions were way out of control and reduced his milk intake from 40-48oz daily to his recommended 24 oz. This cut 550 calories alone from milk alone. Another participant's mom stated that her child's favorite snack is now a whole wheat bagel with shredded carrots on top. Many other great changes like the one's listed have occurred during the pilot program session. The weight loss over this

short period of time was not significant, although, one parent reported a weight loss that the pediatrician was pleased about from beginning of the school year to March.

3. Who will the project impact

The participants include both the youth and the parents of Door County residents. They sometimes have more than one child or more than one parent from a family. The families register either online or at the front desk at the Door County YMCA through their enrollment system. This allows us to track information on the youth and parents. They are recruited through numerous methods. Our most important recruitment tool is through the pediatricians at Door County Memorial Hospital. Families also can learn about the program through the local school district, YMCA program guide (which is mailed to 7000 families each quarter) and the hospital.

Adults will spend time with the dietitian on planning meals for the next week, learning about food labels, healthy meal preparation methods and discussing issues of health and nutrition. Kids and adults will join together again for preparation and consumption of a healthy snack. (Kids will assist with making the snack). At this time goals will be set for the week and homework (of reaching the goals) is assigned. Participants must be ages 6-18 and have a BMI of 85% or greater. Our most important recruitment tool is through the pediatricians at Door County Memorial Hospital. Families can also be referred by local school districts (school nurse or school counselor), public health nurses, nurse practitioners, area dietitians, or other family practice doctors. Information about the program including criteria, session times and contact information will be published in the YMCA program guide (which is mailed to 7000 families each quarter) and in a tri-fold informational brochure available at all health care facilities and schools in Door County. Interested families will contact the coordinator (or their family doctor) in which a referral form will be obtained from the child's physician or practitioner for entrance into the class. The coordinator will contact all families who have been referred in order to direct them in further instruction for registration. The coordinator will be the primary liaison between the family, YMCA and physician (or practitioner).

As our worksite wellness component, we will be demonstrating to the class healthy cooking techniques to add to their daily lives. The registered dietitian will prepare foods and menus that will help families more easily cook nutritious meals instead of fast food. The meals or snacks will meet the daily requirement needed for healthy living. In addition to the teaching of proper foods choices, the YMCA and Door County Memorial Hospital have their own worksite wellness programs for their employees and can use some of that information to pass to the participants in the class.

E. Work Plan

Goal of the project

The goal of the Door Weigh To Family Health program is to improve the health and well being of children and parents in Door County by implementing a program to address youth obesity.

1. Objectives - categories of activity which would affect the goal

1. Implement an evidence-based physical fitness improvement program
2. Provide nutrition education and counseling
3. Strengthen self esteem and coping strategies

2. Activities (specific) within each category, with completion dates and the responsible partner

Objective 1 Activities

1. Enroll youth ages 6-18 that have a BMI at or above the 85th percentile (placing them in the overweight or obese category) referred to the program by area physicians and medical staff, school nurses, counselors

or other staff, public health workers or other members of the community familiar with the project.

October 2009. Coordinator/Fitness Staff

2. Assess potential barriers to participation in the program and develop strategies to reduce or eliminate them. **October 2009. DWTFH Coalition.**

3. Provide an organized, 12 week curriculum during which youth and parents will work with program staff to learn about diet, nutrition and exercise and will develop a system of support for one another. **October 2009. Coordinator/Fitness Staff/Dietitian**

4. Assess participants' achievement of goals. **May 2010.Coordinator/Fitness Staff/Dietitian**

Objective 2 Activities

1. Utilize dietitians from Door County Memorial Hospital to teach and counsel youth and families on healthy eating and nutrition during both meal and snack time. **May 2010. Dietitian**

2. Prepare and share a healthy snack at each group session. **May 2010 Dietitian**

3. Develop a weekly menu. **May 2010 Dietitian**

4. Participate in a field trip to a local grocery store. **May 2010 Dietitian**

5. Create and utilize nutrition based shopping lists. **May 2010 Dietitian**

Objective 3 Activities

1. Youth will learn, exercise, and work together in small groups to provide support and develop trust among one another. **May 2010. Coordinator/Fitness Staff**

2. Youth participants will have the opportunity to share their feelings and discuss experiences they have had in a small group setting. **May 2010. Coordinator**

3. Youth will work on improving self esteem and learn ways to positively deal with put-downs and/or teasing. **May 2010. Coordinator**

4. Parents will learn strategies to create and maintain an emotionally supportive environment for their children. **May 2010. Coordinator**

F.Evaluation Plan

1. Measurements of success for each level (Activities/Objectives/Goal)

The evaluation of this project and its objectives will consist of: 1) Project Evaluation; 2) Process Evaluation; and 3) Outcome Evaluation.

Project Evaluation A timetable for the project has been outlined in the proposal and will be reviewed at the quarterly partner meetings. The status of all project activities and the degree to which the project is on schedule will be discussed and modifications will be made as needed. Summary progress reports will also be provided at regularly scheduled project team meetings.

Process Evaluation This evaluation will identify the strengths and areas for improvement of the day-to-day operations and methods used in the program. Information gathered will be used to guide program adjustment and revision. The coordinator will use the end of program questionnaires, to be completed by participants on a weekly basis, as well as feedback from the program's direct service providers, such as the dietician and fitness trainer, as a part of the process evaluation. In addition, the project partners will provide input on a regular basis. The focus of the process evaluation will be to determine the degree to which the project is being implemented.

Outcomes Evaluation Through the DWTFH program, we expect to increase regular physical activity levels and knowledge of proper nutrition for participants. We will measure improvement in confidence, self-esteem and coping strategies of children and parents involved in the program. In order to determine the degree to which each of our objectives has been achieved we will use multiple sources of data and measures.

An initial assessment of each participant will be conducted to determine a baseline measurement. The assessment will include measurement of BMI, waist circumference and weight. In addition basic fitness tests including a timed one mile walk, a count of completed modified pull-ups and crunches and a flexibility test will be conducted. These measures will be repeated at the end of each 12 week session for each participant, with differences determining the amount of progress or success achieved. All participants will be expected to keep a basic weekly log of their physical activity which will be reviewed with program instructors.

Learning and retention in the program will also be evaluated by use of pre and post tests to measure knowledge and behavior change about diet and exercise. Families will also be asked to complete a three day food record at the beginning and near the end of the program to assess changes in eating patterns and habits. This assessment will include a food frequency tool which will measure the amount of different types of foods consumed.

2. Expected outcomes and how they will be measured

Our past pilot program of the DWTFH program gave us some lessons learned for upcoming evaluations. For example, youth and parents showing up 80% of the time or better will be a method to measure success. In our research, getting people to the program is the biggest challenge. If they show up, we can then measure if they are learning healthy eating habits by pre and post surveys that will test their knowledge of items discussed throughout the 12 weeks.

Additionally, our long term success will be measured with a survey 6 months after completion of the program. This will allow us to see if the health eating and physical activity habits have worked. We realize that 12 weeks is a short period of time so most people won't see the effects of their hard work until a few months after they finish the program.

G.Budget

1. Categories: (See Attachment C)

a. Salary, Fringe, Equipment, Travel, Supplies, Contracts/Consultants and Misc. Costs (See Attachment C)

2. In-Kind/Matching versions of the above categories (See Attachment C)

This program will only be successful with the attached in-kind gifts of a variety of services and facilities. The YMCA is a key factor in making this program reality. The YMCA has the pool and fitness facilities to assist in teaching kids the proper way to exercise. The cost to rent these specialized facilities would be difficult to absorb into the grant. They will donate the space, which is \$70/hour for 12 hours for 2 sessions, which is a total of \$1,680 for the pool and \$40/hour for 12 hours for 2 sessions for the gym which is a total of \$1,080. The YMCA will also donate a Family Membership, which is \$63 each month, for 3 months for 20 families for 2 sessions which is a total of \$7,560. This will give the families that participate during the program the ability to work on their health and fitness skills on their own. The other in-kind gifts are Hospital staff with expertise in grant writing and marketing as well as the doctors' time in referring patients to our program. The doctors will play a key role in the success of the program.

3. Brief Narrative to explain above and describe plans for sustainability

This program was designed by a dedicated group of community leaders who are committed to work to make Door County a healthier place for families. The partners sought and received a small grant from a local foundation. Funding was provided by the Raibrook Foundation and was used to continue the planning process and to conduct a pilot program. Obtaining this funding demonstrated interest the community and potential funders have in the program. The pilot project, though smaller in scale and reach

than the full project proposed herein, allowed the partners to gather information from participants, work to build and strengthen relationships with community members and make changes to the timeline and protocol based on what was learned.

Now that the pilot program period is over, the community partners plan to continue the DWTFH program using support from other local organizations and funding from grant sources as secured. In addition to the Raibrook Foundation, Door County has numerous foundations and donors that support the YMCA and Door County Memorial Hospital. These include the Fred J. Peterson Foundation, the Carla and Ellsworth Peterson Foundation and the Door County Community Foundation. These organizations have a history of supporting projects with goals similar to the DWTFH program as well as a strong connection to the community. As of today, no additional funding had been secured for this program.

The community partners have dedicated resources to establishing this program. Program partners agree to participate in and provide support for the program. The partners will evaluate the time and effort used by both the providers of direct and indirect services related to the project. This includes grant writing staff, project management, physician consultation, group leaders, physical fitness instructors, nutritionists, administrative support and faculty time.

The partnership will attempt to ensure institutionalization of the program by soliciting financial support from not only the local hospital, public health department, schools, community clinics and the YMCA but also through public and private funding sources dedicated to the improvement of physical fitness and nutrition among children and families. With additional funds, the partners would increase program visibility in the community and involve a greater number of families. Additionally, as the program is recognized for its effectiveness in helping Door County families to manage their weight and improve their nutrition, it is likely that community members and previously unidentified agencies will be willing to work with the partners to ensure the program's sustainability.

H.Appendix

1. Letters of Support

See attached letters from the following:

Dan Powell, CEO-Door County YMCA

Gerald Worrick, President-Door County Memorial Hospital

Michael Herlache, Executive Director-Door County Memorial Hospital Foundation

2.Short bios and resumes of key project staff

See attached Biographical Sketches (pages 12 and 13)

See attached resumes of Gina Newton, (page 14) Dietitian, and Andrew Boettcher (pages 15 and 16), Grant Writer

3. Copy of a Memorandum of Understanding signed by coalition partners

See attached Memorandum of Understanding (page 17)

Attachment C

Budget Template

Door Weigh To Family Health Project Budget				
BUDGET CATEGORY	DESCRIPTION	GRANT REQUEST	MATCHING/IN-KIND CONTRIBUTIONS	TOTAL PROJECT EXPENSE
Wages	Coordinator	225hrs@\$25/hr=\$5,625	0	\$5,625
	Dietitian	100 hrs\$27/hr=\$2,700	0	\$2,700
	Fitness Staff	150 hrs@24/hr=\$3,600	0	\$3,600
	Grant Writer	0	25 hrs@\$25/hr=\$625	\$625
	Marketing Staff	0	20hrs@\$20/hr=\$400	\$400
	North Shore Clinic Drs.	0	25 hrs=\$5,000	\$5,000
Fringe Benefits	0	0	0	0
Travel	0	0	0	0
Equipment	Basketballs	10@\$25=\$250	0	\$250
	Exercise Balls	20@\$20=\$400	0	\$400
	Jump Ropes	20@\$10=\$200	0	\$200
	Trikkes (exercise bikes)	10@\$169=\$1,690	0	\$1,690
	Bike Safety Equipment	10@\$50=\$500	0	\$500
Supplies	Trim Kids Bks.	40@\$25=\$1,000	0	\$1,000
	Nutritious Food/Snacks	12 wks@100/wk @ 2 sessions=\$2,400	0	\$2,400
	Misc. Supplies(Paper, etc)	\$500	0	\$500
Consultants/ Contracts	0	0	0	0
Other Costs	Marketing(Brochures)	2000/\$.50=\$1,000	0	\$1,000
	Gym Space @ YMCA(2 sessions)	0	12hrs@\$45/hr=\$1,080	\$1,080

	Pool Space @ YMCA(2 sessions)	0	12hrs@\$70/hr=\$1,680	\$1,680
	Memberships for Participants during session(2 sessions)	0	20 @\$63/mo.@3 mo.@ 2 ses.=\$7,560	\$7,560
TOTAL		\$19,865	\$16,345	\$36,210

Biographical Sketches

Dan Powell, CEO, has been the Executive Director of the Door County YMCA since July, 2006. The Door County YMCA has two full-facility branches in the service area providing multi-level health and wellness programs for adults, seniors, families and youth serving more than 9,000 program and facility members of all ages and backgrounds throughout the county. With a fifteen year career in the YMCA, Dan has moved his way through the professional ranks of YMCA work in four different YMCA associations in the Midwest. Beginning his Y career at the YMCA in Janesville, WI he held many different titles and positions in multiple program areas during his six years with that organization. Following tenure in Janesville, Dan had the opportunity to move on to the large Milwaukee Metropolitan YMCA where he, again, advanced his career through YMCA training and multiple career advancements. In 2003 Dan became the Senior Executive Director at the flagship branch of the Scott County Family Y in Davenport, IA.

Prior to his professional career with the YMCA, Dan was an ordained pastor for nine years with the Lutheran Church, ELCA; earning a masters degree from the Lutheran Theological Seminary in Gettysburg. Dan received his undergraduate degree from Luther College, Decorah, IA in 1983. Dan is married with three children.

Dr. Tal Minuskin is a Pediatrician at Door County Memorial Hospital in Sturgeon Bay, Wisconsin. He is an Israeli-American who was raised in NY-Long Island. Dr. Minuskin went to medical school in Israel and did a Pediatrics Residency at Schneider Children's Hospital of NY.

He worked as an attending for 2 years at Columbia Presbyterian Hospital of NY in the Pediatric Cardiology Department. After that he spent 5 years in Israel practicing general Pediatrics as well as Pediatric Emergency Medicine. In 2007, he returned to the United States for family security reasons and worked in a private pediatric practice in Ocala, Florida. He moved to Sturgeon Bay in search of a good home life to raise his 3 boys.

Mary Claire McHugh is the Health and Wellness Director at the Door County YMCA in Sturgeon Bay, Wisconsin where she has served in that role for nearly 23 years. She received a BS degree in Physical Education with an emphasis in Exercise/Fitness from the University of Wisconsin, Oshkosh. In her work at the YMCA, she has worked with members of all ages both on land and in the water. She has had the opportunity to manage, train and build relationships with over sixty instructors with a wide range of skills and certifications. Our emphasis on presenting physical activity in the YMCA has changed over the years. It is very exciting and will be quite challenging to be able to be in the fore front of trying to "Activate America", the National YMCA's new initiative. She is blessed to have a healthy active family herself and looks forward to be able to share any knowledge with others so that they may lead a healthier lifestyle.

Cindy Weber is the Financial Development Director of the Door County YMCA and has been in that role since April of 2006. She and her husband Paul are both lifelong residents of Door County. She left Door County briefly to attend Carroll College in Waukesha, WI where she majored in Business Administration with an emphasis in finance & marketing. She has two boys, Greg & Ben, who are 15 & 12 respectively. Previous to her position at the YMCA Cindy was President of Homespun Touch, which was comprised of 2 gift stores and a nationwide wholesale gift company. She has served on several Board of Directors throughout the county including current President of the Door County Economic Development Corp., past president of the Door County Chamber of Commerce & past treasurer of the Sturgeon Bay Visitor & Convention Bureau, past Chair of St. Joseph's Finance Council and past chair of the finance committee which succeeded in consolidating 3 catholic schools in Door County. Cindy also serves on the county wide oversight committee for the W-2 Program, is a member of the governing board of the Transportation Consortium, as well as their marketing committee and is Secretary of the Board of Directors for the Door

County Triathlon. Additionally she teaches CCD classes and volunteers for many church and community activities. Her hobbies include reading, traveling & spending time with her kids

Andrew Boettcher is the Funds Development Director at the DCMH Foundation.

Andy attended the University of Wisconsin –LaCrosse and graduated in 1991. In 2006, he became the Funds Development Director of the Door County Memorial Hospital Foundation in Sturgeon Bay, Wisconsin. There he has assisted in raising funds through donors, grants and private foundations to enhance the facilities and programs at Door County Memorial hospital. In 2007 the new Women’s and Children’s’ Center opened after a successful \$2 million campaign. Currently DCMH is in the middle of a \$25 million project to construct a new Inpatient and Emergency Services wing. Previously, Andy worked in the non-profit sector with the YMCA over the past 15 years. He achieved the Senior Director status in the YMCA of the USA and served as a trainer for numerous YMCA events. The strengths the DCMH Foundation brings to the partnership are that of fiscal administration and grant reporting. We have the infrastructure in place to make sure we can carry out the project as stated. DCMH is the only hospital in the county and have over 600 employees.

Gina Newton, Registered Dietitian, Door County Memorial Hospital, graduated from Illinois State University with a Bachelor’s of Science degree in Food Nutrition/Dietetics. In 1998, she completed her Dietetic Internship through the University of Wisconsin- Green Bay. Since then, she has worked in acute care, long-term care, and community nutrition programs. As a Registered Dietitian, she has had the opportunity to serve people of all ages helping them achieve improved health through nutrition interventions and education. Although, her experiences have been varied in the field of Dietetics, she has a special interest in helping make an impact on the childhood obesity epidemic. Her roles in the community have included employment by Door County Memorial Hospital (as a Registered Dietitian), nutrition consultant for the Senior Resource Center Nutrition program and instructor for the YMCA (early childhood classes). Gina also has been involved in helping families learn about healthy eating and meal planning through a weight management class and presentations she has given in cooperation through Door County Memorial Hospital and the YMCA. As a nutrition expert, with experience in teaching (people of all ages), she feels she can be an asset to this program giving families the knowledge and confidence they need to make good food choices and prepare healthy

Gina Newton, R.D., C.D.

Work History

Door County Memorial Hospital- Sturgeon Bay, WI

2004-present

Clinical Dietitian: Coordinate nutrition care for inpatients of a 25 bed, critical access hospital. Provide medical nutrition therapy to patients of all ages and diagnosis. Provide diet education on specialized diets. Serve on quality improvement team.

Door County Senior Resource Center- Sturgeon Bay, WI

2006- present

Consultant Dietitian: Review menus (nutrient analysis), provide nutrition education to Door County Seniors, and review sanitation practices at each meal site annually.

Door County YMCA- Sturgeon Bay, WI

2007-present

Instructor and Coordinator: Lead instructor and coordinator for child nutrition and weight management program. Early childhood program instructor.

Dorchester Golden Living Center- Sturgeon Bay, WI

2000-2006

Clinical Dietitian and Food Service Manager: Provided medical nutrition therapy to residents with all medial diagnosis. Supervised 20 food service employees. Served on a district quality improvement counsel. Provided nutrition consultation to other district nursing homes.

Education

- University of Wisconsin- Green Bay- Certificate of Completion for Dietetic Internship
 - Illinois State University- Bachelor of Science: Food/Nutrition Dietetics
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Credentials

Registered Dietitian
Certified Dietitian

Professional Affiliations

American Dietetic Association
Wisconsin Dietetic Association

Andrew K. Boettcher
612 Louisiana Street, Sturgeon Bay, Wisconsin 54235
(920) 746-6621 andrewboettcher@yahoo.com

EDUCATION

University of Wisconsin - LaCrosse, Bachelor of Science Degree - August 1991
John Edwards High School, Port Edwards, Wisconsin - May 1987

EMPLOYMENT HISTORY

Door County Memorial Hospital Foundation, Sturgeon Bay, Wisconsin *January 2006-Present Grant Writer/ Fund Development*

Coordinate all fund raising activities for Door County Memorial Hospital. Research, write and secure funding for programs and equipment. Monitor funds for grant projects. Develop plans for major gifts and capital projects. Secure sponsors for special events. Develop all policies, processes and procedures for fundraising program.

Door County YMCA, Inc., Sturgeon Bay, Wisconsin *February 2002-May 2006*

Director of Financial Development/Financial Development Consultant

Develop and lead all aspects of fundraising for \$2.2 million association with two branches. Responsible for annual budget of \$425,000. Direct all annual campaign, sponsorship activities, grant writing, and special events. Develop and grow \$2.6 million Endowment Trust Fund. Lead and direct Financial Development Committee and Board/Volunteer Development Committee. Research, develop and administer grant writing program. Work directly with donors, businesses and grantors. Recruit and train over 100 staff and volunteers for fund raising campaign

YMCA of Greater Syracuse, Inc., Syracuse, New York *October 1998 - September 2001 Executive Director*

Directed and developed \$750,000 branch in \$5 million metropolitan association with 3 branches. Responsible for the operation of oldest continually operating day camp in country servicing approx. 1400 youth. Served on East Area YMCA Development Committee to raise \$10 million for a new facility. Supervised full-day childcare center in inner city, serving 40+ children with over 80% receiving financial assistance. Administered 6 school-age childcare sites in Greater Syracuse area serving approximately 200 youth each day. Supervised 4 program staff and 25 part-time/full-time staff. Raised over \$20,000 in 2000 annual campaign. Recruited, hired, and trained over 60 staff for summer day camp program. Board development of 12-member volunteer board. Performed over \$60,000 in facility projects in 2000-2001 through fund raising and donations. Wrote and monitored Central New York United Way grants.

Greater Green Bay YMCA, Inc., Green Bay, Wisconsin *May 1998 - July 1998* **Program Executive**

Senior staff position in a \$6 million association with 3 full facilities. Responsible for the growth and development of all group fitness, camping, teen and youth at risk programs. Directed and developed new day camp facility that opened in June 1998, administered 2 day camp sites for over 1000 youth, performed grant writing duties, supervised 5 full-time program staff at 3 branches, responsible for budget of \$400,000.

YMCA of Oconto, Inc., Oconto, Wisconsin *May 1997 - April 1998* **Executive Director**

First Executive Director/C.E.O. of the YMCA of Oconto, organized and planned all policies, employee benefits, salaries and start up budget, started over 30 new programs and expanded 20 existing programs. Worked with board of directors in organizing active committees, established a Partners with Youth

campaign, total facility and fiscal management of a \$400,000 budget and 41,000 sq. ft. complex, developed a strong community marketing and public relations plan, created area outreach programs, increased membership by 75 units to over 700 member units in 10 months, raised over \$70,000 in grants, created fundraising program for youth sports.

South Wood County YMCA, Port Edwards, Wisconsin May 1991 - April 1997

Youth/Camp Director

Camp Administrator: program development, community relations, marketing, staff development and supervision of 30 staff members, camper recruitment of 310 youth, facility operations of 200 acres including 8 buildings, responsible for \$45,000 in capital improvements, committee development, fiscal planning and budget control of \$50,000, rental scheduling and promotion, annual fund raising of \$2500 for campership program and new camp projects, development of new brochures, international counselor host, raised and managed camp special fund of \$50,000.

Youth Administrator: increased participation in youth programs, developed new youth programs, operated youth flag football program which consisted of 40 teams, 500 youth, and 40 sponsors, recruited coaches, referees, and sponsors for flag football which included raising over \$2000 per year from local sponsors.

PROFESSIONAL INVOLVEMENT

YMCA of USA Certifications/Awards/Trainings:

North American YMCA Development Organization Conference 2005

Annual Campaign Institute Trainer 2005

Annual Campaign Institute 2004

Endowment Institute 2003

Character Development Committee Chair 2001

Capital Planning and Readiness Seminar 2000

Planning Committee - Rochester, New York YMCA 2000/01

YMCA P.O.O.L. Certification 2000

Membership by Design 1999

Training of Others - Design and Delivery Skills 1997

Wisconsin Cluster Excellence Award in Youth Sports 1996

Mid-America Field Excellence Award in Camping 1995-1996

Mid-America Field Excellence Award in Family Programming 1995-1996

Wisconsin Cluster Excellence Award in Camping 1995-1996

Wisconsin Cluster Excellence Award in Family Programming 1995-1996

YMCA Senior Director 1995

YMCA Director 1994

Related Professional Involvement:

Sturgeon Bay Rotary Club 2002-present

United Methodist Church Stewardship Committee 2005-present

United Methodist Church Endowment and Wills Committee 2004-present

Volunteer Center of Door County Board Member-Vice President 2003-present

Feed My People Board Member 2003-2004

Manlius Rotary Club 1999-2001

United Way Internal Campaign Coordinator 1999

Copperfest Steering Committee Member 1997-1998

Oconto County Quality of Life Assessment Planning Committee 1997-1998

Wisconsin Rapids Rotary Club 1995-1997

Chairperson, United Way Area Communities, South Wood County 1994-1997

Board Member, Wood County Partnership Council 1993-1997

Memorandum of Understanding

Between the Door County YMCA, Door County Memorial Hospital Foundation and the Door County Memorial Hospital for application to the Wisconsin Office of Rural Health for the Door Weigh to Family Health Program.

This Memorandum of Understanding (MOU) establishes collaboration between all organizations for the purpose of the DWTFH. All organizations will coordinate the program as discussed in the meetings and perform their duties to the best of their abilities.

The signing of this MOU is not a formal undertaking but implies you will help strive to reach our goals.

On behalf of the organization I represent, I wish to sign this MOU and contribute to its further development.

Door County Memorial Hospital Foundation Date

Door County YMCA Date

Door County Memorial Hospital Date