

**TOWN OF SMITHFIELD
SMALL PURCHASE PROCEDURE - REQUEST FOR QUOTATIONS
FACILITATION & PROGRAM IMPLEMENTATION SERVICES
SMITHFIELD COMMUNITY WELLNESS INITIATIVE**

Posting Date: May 16, 2011

Due Date: Friday, May 27, 2011 by 5:00 p.m. at the Town Manager's Office,
315 Main Street, Smithfield, Virginia 23430

Submit: Written, Signed Quotation

Inquiries: Contact Mr. Peter M. Stephenson, Town Manager via email at pstephenson@smithfieldva.gov.

Purpose:

The Town of Smithfield has received a notice of award of a planning grant from the Obici Healthcare Foundation to achieve the following goals: 1) Create a community wellness plan that will raise awareness of the benefits of a healthy and active lifestyle for those who work, live and play in the Town of Smithfield and Isle of Wight County; and 2) Increase our community's participation in walking and biking activities for all ages as a method of preventing/combating obesity. This grant will start on June 1, 2011 and conclude on May 31, 2012. The town must achieve the above measureable goals within this time frame.

Desired Services:

The town is seeking assistance in the form of non-professional services (state code definition) from a qualified individual(s) or firm to work with a community stakeholders group and town staff, appointed and elected officials to prepare and adopt a five year sustainable wellness strategic plan; and to develop and implement more immediate programs within the next year that will be fun and rewarding, encouraging engagement in physical activity over an extended period of time thus increasing the likelihood of a lifestyle change and the prevention of obesity.

The first goal involving facilitation services must be achieved between early June, 2011 and early October, 2011. It is anticipated these services may require up to 100 hours of work to complete this goal/task.

The second goal involving program implementation services must be achieved between early October, 2011 or sooner and May 31, 2012. It is anticipated these services may require up to 900 hours of work to complete this goal/task.

A more complete outline describing this community wellness initiative is found in the attached planning grant narrative and data & outcomes evaluation forms that were submitted by the town with the original grant application.

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Expectations:

Service Providers/Respondents/Vendors will be expected to provide:

- staffing necessary to complete the above established goals;
- payroll withholdings, benefits, employment & liability insurance as required;
- public meeting facilitation, summations, work products and reports;
- transportation (no mileage reimbursements); and
- cellular telephone and electronic mail communications.

The Town of Smithfield will provide the following:

- staff oversight, coordination and grant administration;
- office space and supplies as needed including desktop telephone & computer;
- meeting space and materials (all meetings to be held in Town of Smithfield);
- program marketing materials, incentives/rewards; and
- postage

Process:

This Request for Quotations is being solicited as a Small Purchase Procedure under the Virginia Public Procurement Act. It is not a formal Request for Proposals or Invitation for Bid. Ten day public posting is required prior to the Town Manager evaluating the responses and making a recommendation of award to the Smithfield Town Council. It is anticipated that council will formally accept the Obici Healthcare Foundation grant and authorize the manager to execute a contract(s) for these desired services on Tuesday, June 7, 2011. An initial community wellness stakeholder's group/public informational meeting is also planned for that same evening.

The town has the discretion to award a contract(s) to the service provider/respondent/vendor it feels makes the best proposal. Interviews and/or negotiations are not required. The town also reserves the right to award contracts to multiple respondents/vendors. Quotations may be received for individuals/firms desiring only to provide facilitation services and/or program implementation services or both.

The right is reserved, as the best interest of the town may require, to revise or amend this request prior to the due date set for receipt of written quotations. That date may be delayed if deemed necessary by the town. Any revisions and/or amendments will be in the form of an addendum to this document posting.

By submitting their service quotations, respondents/vendors certify that their quotations are made without collusion or fraud, any payment, loan, subscription, advance, deposit of money, service or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

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By submitting their quotations, service respondents/vendors also certify that they are not currently debarred by the Commonwealth of Virginia from submitting quotations or proposals on contracts for the type of material covered by this solicitation, nor are they an agent of any person or entity that is currently so debarred.

The Town of Smithfield reserves the right to reject any and all quotations, to waive any informalities and/or technicalities in quotations received, to negotiate should the lowest responsive and responsible quotation exceed budget limitations, and to accept the quotation(s) which may best serve the interest of the Town of Smithfield.

Quotation Instructions:

The town invites any qualified service provider to respond to this Request for Quotations. Quotations must be valid for thirty (30) days. Quotations must be submitted in writing, signed and marked "confidential". Quotations may be received by facsimile (#757-365-9508), hand delivery (Town Manager's Office, 315 Main Street, Smithfield, VA) or via e-mail to Town Manager Peter Stephenson (pstephenson@smithfieldva.gov). Again the deadline for submission is 5:00 p.m. on Friday, May 27, 2011.

Quotes must include the following elements:

- Experience/credentials of staff to be assigned to this grant project;
- Availability of staff, including hours per week, evening meetings, etc.;
- All inclusive hourly rate(s) for staff to be assigned herein;
- Indication of interest in Facilitation and/or Program Implementation components;
- Unique qualifications to be offered to make these efforts successful; and
- Signed quote by responsible party.

There is no specific page limit for the quotes, however concise and well organized information will be appreciated. In evaluating the written quotations, the town shall consider the qualifications of the proposed service provider(s), whether or not the quotations are consistent with the planning grant application outline, and the quoted prices/hourly rate(s). It is the intent of the Town of Smithfield to award this contract purchase to the lowest responsive and responsible service provider(s).

Attachments: Obici Healthcare Foundation Planning Grant Narrative and Data & Outcomes Evaluation Forms

Organizational History

The Town of Smithfield was chartered in 1752, and is administered by seven council members elected at large, who appoint a full time town manager and treasurer to run the day-to-day business of the town. The council has recognized the need for protecting and promoting wellness and healthy living and has demonstrated so with various projects over the past few decades. The council has committed \$1,000,000 over twenty years to the capital campaigns of the local YMCA. A 2005 comprehensive plan citizen survey asked what additional recreational facilities would be desirable for Smithfield. The top responses: parks, playgrounds, fields, hiking, biking, and walking facilities. Smithfield made another major commitment toward addressing this community need with the acquisition of the 208-acre Windsor Castle Park, which opened to the public in 2010. With miles of walking trails, a bike trail, fishing pier, kayak launch and plenty of space to add additional amenities, Windsor Castle Park is a great public location to enable our residents and visitors to become physically active. The town has made improvements to our sidewalks. As part of the town's adoption of a county-wide bike and pedestrian plan, the town is working with the county on a federal grant project to acquire needed easements and right of ways to connect Windsor Castle Park with Nike Park. In 2009, an Employee Health & Wellness Committee was created. In November of 2010, the town council during strategic planning identified a community wellness plan as a top priority.

Problem/Need

Obesity continues to be one of the most urgent health issues facing Virginia today. According to the Centers for Disease Control and Prevention, the prevalence of obesity

in the Commonwealth has increased steadily over the past two decades to a current rate of 25.5%, ranking 16 in the United States. Smithfield and Isle of Wight County are no exception to these alarming statistics. Isle of Wight County has a 29.7% obesity rate. Given this rate, there is an estimated 2,300 residents in the Town of Smithfield and 10,000 in Isle of Wight County categorized as obese. In addition, the percentage of age-adjusted adults in the county that are physically inactive is 25% compared to the national average of 23%. As the Town of Smithfield, we are extremely concerned with the increasing incidence of obesity and the debilitating and expensive chronic preventable diseases that result from this health issue. We recognize that prevention is the most effective approach for battling obesity and efforts must include widespread community support and involvement. Strategies that focus on children as well as those that influence children are critical. By developing a comprehensive wellness plan, the Town of Smithfield will lay the critical groundwork for effective interventions that support the prevention of obesity and the health status of its residents.

Target Population

While the obese population is a primary emphasis of our effort, the overarching goal in the *prevention* of obesity can expand the target population to all those that live, work or visit the Town of Smithfield. As of the census in 2000, there were 6,324 people, 2,438 households, and 1,830 families residing in the Town of Smithfield. The racial makeup was 67% White, 31% African American, 0.35% Native American, 0.41% Asian, 0.02% Pacific Islander, 0.22% other races. Hispanic and Latino were 0.93% of the Town's population. Research indicates that there is a greater prevalence of obesity among

African Americans (51% greater) and Hispanics (21% greater) when compared to whites and thus important in assessing and targeting our prevention efforts.

Seventy five percent of Smithfield's population is families with 2,438 households reported, out of which 37% had children under the age of 18. The median age was 38 years (older than the average age in the US) and females outnumber males 100 to 82.4. The average household income in Smithfield was \$52,580 and \$65,455 in Isle of Wight County. Overall, the impact of this grant effort will reach further than the current estimated 8,000 residents of the Town. It will impact those that live in the proximity of the town, those that work in the town, and those that visit. (i.e., 8000 Town residents, 35,000 County residents, over 2400 businesses and 15,000 annual visitors.)

Program Outline

Proposal strengthens the development of a community 5-year wellness plan for the Town of Smithfield and the implementation of a dedicated wellness initiative for the community. In addition, supports (2) walking/biking incentive programs targeting children and the general population. The proposed programs have evidence-based results in other communities. These strategies, combined with encouraging use of the town's new park, will create lifestyle cultural changes that will target obesity prevention in both children and adults in our community.

In the table outlined below are the (4) key components of the proposed plan, what each will accomplish, how they be executed, and the number of anticipated service encounters/engagements.

Town of Smithfield - Major Key Components of Proposed Planning Grant

Planned Activity	What will be Accomplished?	How Activity will be Executed	How Many will it Serve?
Gather Stakeholders and develop a Community Wellness Plan for the Town	Community Wellness Plan Adopted by Town Council as part of Strategic Plan.	<p>Prior to June 1, the Town will identify 15 Stakeholders to participate as partners that will work with proposed consultant.</p> <p>Stakeholders and consultant will develop a wellness plan for Town.</p> <p>Plan will seek public input in August 2011, and anticipated adoption by Town Council in September 2011.</p>	Plan will benefit all that live, work and play in Smithfield/Isle of Wight. (8000 Town residents, 35,000 County residents, over 2400 businesses and 15,000 annual visitors.)
Develop naming, branding and identity image and collateral materials for wellness program and incorporate into a community wide initiative.	<p>Provides a "tool-kit" of information for distribution to the public on addressing obesity.</p> <p>Includes steps to take to incorporate wellness and healthy living into daily lives.</p> <p>Identifies and provides resource info and where walking and biking opportunities are located.</p>	Utilizing town resources, the consultant's services, and evidence-based examples, develop collateral print, website, and social media marketing materials to support program for distribution in September 2011.	Distribute 750 "tool-kits" into the community and have 9000 website engagements between Sept 2011 and May 2012.
Develop and implement walking/biking incentive program for the general population.	Provides community with a fun, easy program with incentives to encourage long-term physical activity to combat obesity.	<p>Consultant will develop program, rewards, and data tracking methods.</p> <p>Using both consultant driven and existing town resources market program to the general population.</p> <p>Launch program in Sept 2011. Seek Community Champions to assist with implementation and future sustainability.</p>	Engage 300 registered participants in walk/bike incentive program with a 60% retention rate for extended on-going participation.
Develop and implement a walking/biking incentive program for youth.	Geared toward school-aged children, program supports a fun reward driven experience to engage youth in an extended physical activity to combat obesity.	<p>Consultant will develop program, rewards, and data tracking methods.</p> <p>Use both consultant and existing town resources to market program to youth population thru schools, churches, youth clubs, & organizations.</p> <p>Seek Community Champions to assist with implementation and future sustainability.</p>	Engage 300 registered children in walk/bike 8 - 10-week incentive program with a 60% retention rate for program completion.

Collaborating Partners

Impacting community change can most successfully be accomplished through the engagement of a collaborative effort of key stakeholders that can affect policy. It is our intention to convene key stakeholders in a strategic planning process to identify the priority health opportunities for intervention and develop a community wellness plan that addresses the prevention of obesity. Collaborating partners and stakeholders will include, but may not be limited to, local government, public health, employers, physicians and other health professionals, non-profits and the philanthropic sector.

We are in the process of gathering letters of intent to kick-off this advisory group in

March/April 2011 from the following: **(indicates formal agreement on file)**

- | | |
|--|---|
| 1. <u>Smithfield Town Manager</u> | 8. <u>Physician or Health Professional</u> |
| 2. <u>Mayor of Smithfield</u> | 9. Sentara/Obici Dietician |
| 3. Isle of Wight County Health Department | 10. Elementary School Principle |
| 4. <u>Isle Wight Bike/Ped Committee Chair</u> | 11. Educator/Community College |
| 5. <u>Director of Tourism Smithfield/IOW</u> | 12. Smithfield YMCA Director |
| 6. Local Small Business Owner | 13. Luter Foundation |
| 7. Large Business - HR Division | 14. Philanthropic sector – Faith-based |
| | 15. <u>Windsor Castle Foundation</u> |

Goals and Objectives

Goal 1 - Create a community wellness plan that will raise awareness of the benefits of a healthy and active lifestyle for those who work, live, and play in the Town of Smithfield and Isle of Wight County.

- o **Objective 1:** Convene 15 key stakeholders to develop a strategic plan by September 2011 identify wellness priorities. These individuals will act as an advisory committee

to Council in formulating a sustainable 5-year Town Wellness Initiative Plan. Plan anticipated to be adopted in September 2011 by Town Council.

- Objective 2: Seek grant funding to hire part-time consultant, starting in June 2011, for one year to facilitate and implement goals/objectives identified in this proposal and others that may develop from the Stakeholders Advisory Committee. Town will pre-advertise RFP in March/April 2011. Upon receiving grant award notification in early May 2011, be prepared to conduct interviews and have position on board June 1, 2011.
- Objective 3: Using evidence-based models develop image branding for wellness initiative that includes both printed and internet-based collateral marketing pieces. Develop program and material in July and August 2011. Launch program in September 2011. Distribute 750 media pieces into the community by May 2012, and have 9000 website engagements.

Goal 2 - Increase community's participation in walking and biking activities for all ages as a method of preventing obesity.

- Objective 1: Identify current walkable/bikeable opportunities in the community and produce information piece. Develop program and materials in July and August 2011. Launch program in September 2011. By May 2012, distribute 750 as part of the overall wellness package identified in Goal 1, Objective 3 and 500 as a stand-alone marketing piece.
- Objective 2:
Using other communities evidence-based successes, develop two walking/biking incentive programs that increase participation in these activities over an extended

period. One program will be geared towards children, and the other towards the general population. Launch general population program in September 2011. Launch children's program in March 2012. Engage 300 participants in each program with a 60% retention/program completion rate by May 2012.

Measurements of Success

Measurements of effectiveness in both 1) the communication of the overall message as a result of the Town's Wellness Initiative and 2) the number of successful participants in physical activity incentive programs will be established.

Measurement methods for awareness of Town's Wellness Initiative

Tracking methods will be developed by consultant to gather the following information to assess the community's awareness of the Town's Wellness Initiative:

Stakeholder interviews	Number of collateral pieces produced and distributed
Random citizen interviews	Number of volunteers assisting in program implementation
Website Surveys	Number of biking and walking groups "registered"
Direct survey distribution at visible community outlets	Number of other grant applications to support wellness programs filed either by Town or by other support organizations
Website/Social - 300 Facebook Friends, 9000 website engagements	Number of partners (schools, organizations, businesses, etc)
Participation sign up & retention rates	Number of letters of success stories or support/letters to the editor
	Track and compile history of media support (newspaper articles, television spots, advertisements)

Measurement criteria of participation programs (Sept 2011 to May 2012)

- Distribution of 750 informational wellness "Toolkits".
- Distribution of 500 additional "Welcome to Walking & Biking"

- Enroll 300 participants in walking program with a 60% retention rate for on-going physical activity.
- Enroll 300 children in walking program with a 60% program completion rate.

Timeline

Responsibility codes:

TS - Town, C - Consultant, WSH - Stakeholders, V - Volunteers

March, April, May 2011

- Identify 15 Individuals (commitments) to participate on advisory committee(TS)
- Prepare RFP for consultant (TS)
- Stakeholders preliminary meeting; Name initiative and general think tank (TS)
- Advertise RFP for consultant (TS)
- Stakeholders generate list of current walkable/bikeable opportunities (TS)
- Pending May 5th grant award notification, interview, and hire consultant. (TS)

June, July, August 2011

- Consultant start 1 June 2011 (C)
- Consultant and Stakeholders - Wellness Plan Development (C & WSH)
- Develop branding image, draft informational community "toolkit" (C & WSH)
- Research and finalize list of current walk/bike opportunities (C)
- Develop physical activity incentive program collateral pieces (C)
- Develop database collection methods (C)
- Finalize collateral materials; forward to printer (C)
- Hold public meeting for input on community wellness initiative (TS, C & WSH)
- Present Plan to Town Council Committee (August) (WSH & C)
- Develop website (C)

September, October, November 2011

- Town Council adopt Community Wellness Plan (TS)

- Launch informational "toolkit" program and website (C)
- Launch general population physical activity incentive program (C)
- Develop sample pieces for children's physical activity program (C)
- Coordinate May rewards events with Park's May 2012 Celebration (C & V)
- On-going monthly ; distribution and collection of physical activity data (C & V)
- Id existing outlets for distribution of children program (C & V)
- Seek participation commitment from adult leaders for children's program (C & V)
- See input from adult leaders on ease of children's program admin (C & V)

December 2011, January, February 2012

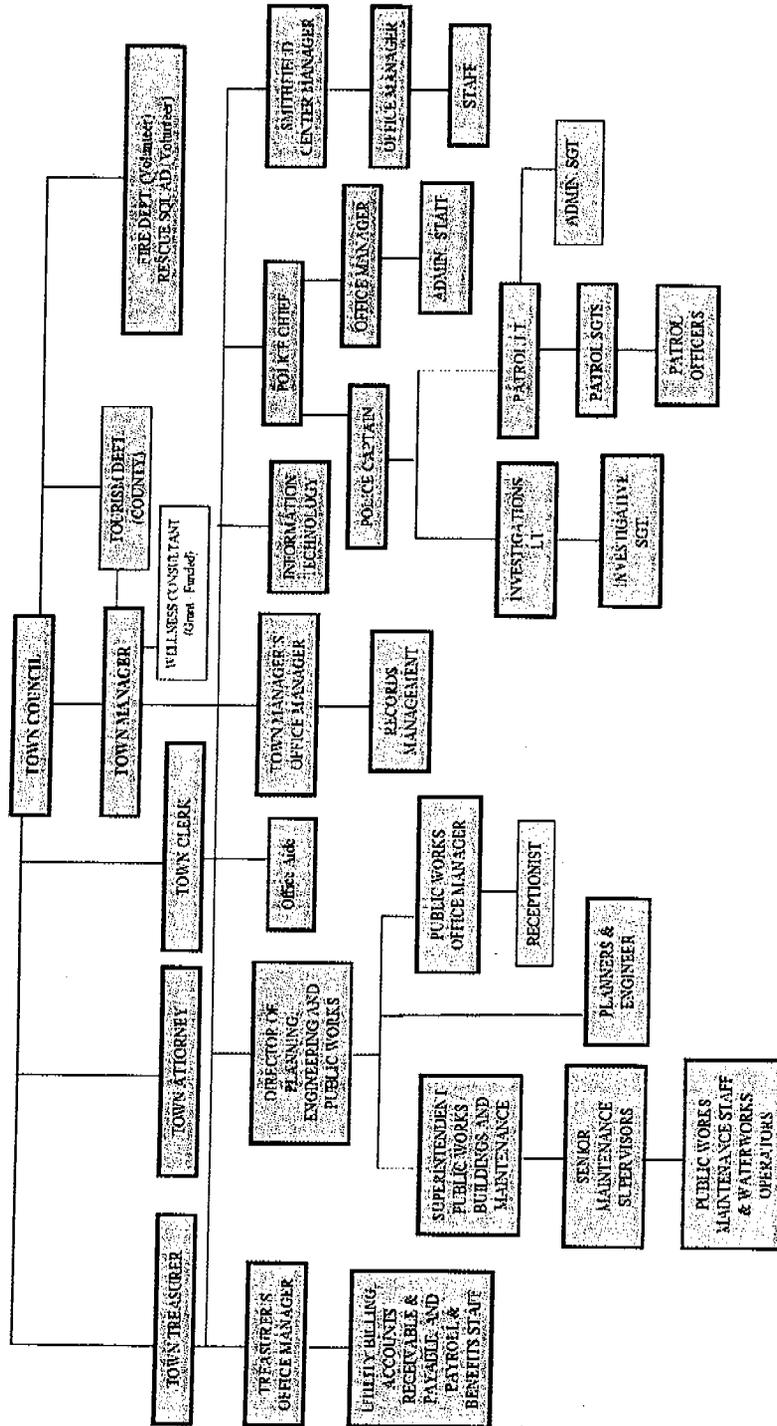
- Finalize children's program material and data collection (C)
- On-going monthly; distrib & collection of general physical activity data (C & V)
- Compile months 1-4 general physical activity program data (Sept - Dec) (C)
- Hold 1st Rewards Celebration Event (C & V)
- Finalize children's program materials (C)
- Distribute children's program material and train outlet adult leaders (C & V)
- Promote launch of children's physical activity program (C)
- Prepare 6 month data and reporting forms for grant (C)

March, April May 2012

- Launch children's physical activity program (C & V)
- On-going monthly; distrib & collection of physical activity program data (C& V)
- Plan celebration events for children's and general population at Park (C & V)
- Begin compile measurable results data and reporting forms (C)
- Compile months 5 - 8 physical activity data (Jan - April) (C)
- Compile children's physical activity program data (C)
- Hold celebration events at Windsor Castle Park's May event (C & V)
- Prepare 1 year report for May Town Council committee meeting (C)
- Prepare 12 month data and reporting forms for grant (C)

Organizational Chart

**TOWN OF SMITHFIELD, VIRGINIA
ORGANIZATIONAL CHART**



Revised 2/2011



Data & Outcomes Evaluation Form
(One Goal per Sheet)

Name of Organization: Town of Smithfield, Virginia		Project Name: Town of Smithfield Wellness Initiative Planning Grant		Description of Individuals/Groups Served (age, gender, race/ethnic origin, geographic location, insurance status): Serves 8000 Town of Smithfield residents, 35,000 Isle of Wight County residents, over 2500 businesses and 15,000 annual visitors to Smithfield and Isle of Wight County, Virginia.	
Overall Goal 1: Create a community wellness plan that will raise awareness of the benefits of a healthy and active lifestyle for those who work, live, and play in the Town of Smithfield and Isle of Wight County.					
Project Objectives (include baseline data after each objective)	Outputs Activities & Participants /Number Served	Outcomes Benefits to Clients & Community	Comments How did you collect the data and information?	Results/ Indicator of Success (During the 6 month reporting period)	
1. Develop a 5-year sustainable strategic plan for the Town of Smithfield by Sept 2011 to identify wellness priorities.	1. Identify 15 community leaders to participate as stakeholders in the development of a wellness plan for the Town. 2. These individuals will act on an on-going basis as an advisory committee to Town Council.	1. Reinforces wellness as a priority for the Town of Smithfield. 2. Increased community awareness of the benefits of a healthy and active lifestyle. 3. Improves the image of Smithfield as an active wellness community.	1. In line with annual strategic plan goals of the Town Council, stakeholders develop and draft a Town wellness initiative plan. 2. Prior to presenting to Town Council, stakeholders seek public comment on draft of plan. 3. Incorporating all ideas finalize plan and present to Town Council for adoption.	• Town Council adopts 5-year sustainable wellness strategic plan in September 2011.	

<p>2. Seek grant funding to hire part-time consultant to assist Town in facilitating strategic plan and implementation of identified program objectives outlined in this proposal</p>	<p>1. Consultant June 1, 2011 - May 30, 2012. 2. Assists Town and Stakeholders Committee in formulating wellness plan.</p>	<p>1. Provides Town with dedicated effort to facilitate and provide leadership for formulating and implementation of a wellness plan and programs.</p>	<p>1. Town develops RFP and advertises for position in March/April 2011. 2. Pending grant funding, start position June 1 2011.</p>	<ul style="list-style-type: none"> • Position on board June 1, 2011
<p>3. Using evidence-based models develop image brand marketing for wellness initiative that includes both printed and Internet-based collateral marketing pieces.</p>	<p>1. Using evidence-based successful samples, like Martinsville, VA "Tool-kit", research and include information on why and how to be healthy, what you can do to make healthy life choices, and local opportunities available as resources to assist in making a lifestyle change. 2. Produce 1000 hard copies of wellness initiative information piece. (ex: "Tool-Kit". 3. Develop in conjunction with printed collateral a website and other internet based social media outlets.</p>	<p>1. Increased awareness of the benefits of an everyday healthy lifestyle. 2. Increase of community's knowledge of available wellness programs/resources. 3. Encourages public to engage themselves in making personal choices for wellness.</p>	<p>1. Monitor number of publications distributed into the community. 2. Track website visitation on a weekly/monthly basis. 3. Measure participant registration from website and printed materials. 4. Random citizen surveys.</p>	<ul style="list-style-type: none"> • # delivered into the community. • Track source for awareness • # of registered participants. • # website visits • # positive responses per 100 surveys on recognition of launched of wellness initiative.

Project Objectives, Outputs, Outcomes, & Comments will be updated each reporting period on the narrative reporting form.



Data & Outcomes Evaluation Form
(One Goal per Sheet)

Name of Organization: Town of Smithfield, Virginia		Project Name: Town of Smithfield Wellness Initiative Planning Grant		Description of Individuals/Groups Served (age, gender, race/ethnic origin, geographic location, insurance status): Serves 8000 Town of Smithfield residents, 35,000 Isle of Wight County residents, over 2500 businesses and 15,000 annual visitors to Smithfield and Isle of Wight County, Virginia.	
Overall Goal 2: Increase community's participation in walking and biking activities for all ages as a method of preventing/ combating obesity.					
Project Objectives (include baseline data after each objective)	Outputs Activities & Participants /Number Served	Outcomes Benefits to Clients & Community	Comments How did you collect the data and information?	Results/ Indicator of Success (During the 6 month reporting period)	
1. Identify current community walkable/bikeable opportunities, and produce information piece on "Welcome to Walking & Biking".	1. Identify walk/bike opportunities. 2. Produce 1500. (1000 included in the "Took-Kit" and 500 as a standalone piece.) 3. Include information on website and as a downloadable document.	1. Centralize resource of information on walking/biking for a diverse community. 2. Increases awareness of safe routes and opportunities available. 3. Promotes participation and encourages making walking/biking a part of daily routine as a method of preventing obesity.	1. Research and document safe areas to walk and bike in local area. Include existing walking/biking clubs/groups. 2. Establish POC for existing clubs/programs and monitor number of new participants engaging in their walking and biking program by having them track participation reasons. 3. Track distribution of materials both in print and from website visits	<ul style="list-style-type: none"> Distribute 750 "Welcome to Walking/Biking" in the "Took-kits" and 500 as a stand-alone piece by May of 2012. # 1000 website hits a month from Sept 2010 - May 2012 on the "Where to Walk/Bike" page. Working with community groups, track # new participants in their clubs/programs as a result of community wellness initiative. 	

<p>2. Using other community's evidence based successes, develop two (2) walking/biking incentive programs that will increase participation in physical activities over an extended period.</p>	<p>1 Program (1) - geared towards general population. Using Martinsville's "Step-Tracker" program as successful model, develop collateral pieces, reward items, database collection and participation tracking to implement walking/biking incentive program. Launch program in Sept 2011. In May 2012, have 300 registered participants with a 60% actively engaged participation rate.</p> <p>2. Program (2) - 8 - 10 week children's walking/biking incentive program. Using Richmond's Sportsbackers "FitKids" model develop all aspects of a similar children's incentive based walking/biking program. Launch in March 2012. In May of 2012, have 300 registered children with a 60% program completion rate.</p> <p>3. Build community capacity to transition programs from "Consultant" operated to "Community Champion" operated to ensure future sustainability.</p>	<p>1. Increases awareness of lifelong effects of obesity.</p> <p>2. Provide obesity prevention opportunities to the general population and that specifically targets children.</p> <p>2. Provides a fun and reward driven program for children that can be easily implemented to a diverse population. Targeted children: home & families, daycare, schools, churches, and clubs.</p> <p>3. Encourages engagement in physical activity over an extended period of time, thus increasing the likelihood of a lifestyle change and the prevention of obesity.</p>	<p>1. Track # of program materials distributed into the community from both print and website visits.</p> <p>2. Track # of registered participants in other programs as a result of community initiative.</p> <p>3. Track participation rates on a monthly basis for "Step-Trackers" program and at milestones for children's programs.</p> <p>4. Track # of participants engaged or completed the programs in May of 2012.</p>	<ul style="list-style-type: none"> 300 registered participants in each of the programs (600 total) with a 60% retention or completion rate in May of 2012.
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Reports will be updated each reporting period on the narrative reporting form.