



ENGAGING THE COMMUNITY

Patricia Splett

Independent Evaluation Consultant

Venise Davis-Scott

2008 Grantee – GET SMART AT Alta Sita Elementary

Mary Beth Whalen

Vice President, Executive Director
American Dietetic Association Foundation

Mary Beth Whalen: My advice to grantees in terms of bolstering the longevity would be to really not just serve the community, but engage the community. I feel that if they can get parents involved, if they can get parents to be committed to the project, if they can get local community leaders to really recognize the value, then the money will come.

Venise Davis-Scott: We identify not only the school officials, but we also identify other community leaders like the mayor. We identify other agencies and businesses, especially the ones that are located around the school that we are going to be targeting, and that way those individuals can be a part of what we are doing.

Patricia Splett: So that you're building a broader base of awareness and support for the program, and I think that's important to sustainability, too, because you're building a sense of the community in the community, that there's a need for these kinds of things, that there is something out there that can meet the need, that these folks at that organization know how to do it.

Venise Davis-Scott: We let them know that a kid who can burn off that activity, that energy by doing activities is a better kid at the end of the day, during math or, you know, they have less discipline problems. So we kind of like push that towards them a little bit with the teachers, and they enjoy it with the healthy snacks.

Mary Beth Whalen: I think there is nothing more powerful than a group of third- and fourth-grade moms who want to see their kids eating healthy and having physical activity in the schools. So if you can really rally the troops locally, then you will find the money that you need to continue these good programs.

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Champions For Healthy Kids
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