



Council Meeting: February 9, 2010

SUBJECT: Proposal to Appropriate Health Trust Grant for the Sunnyvale Senior Center and Approval of Budget Modification No. 20

BACKGROUND

The Sunnyvale Senior Center encourages physical, mental and emotional health, independence, and socialization among adults ages 50 and older in order to enhance enjoyment of life by providing recreational programs, related services and referral information. The Senior Center helps users achieve optimum health through a variety of health and wellness classes including exercise programs, health screenings, health related lectures and access to a fitness room.

Healthy aging is a growing concern as the nation and local population ages. Currently, the Senior Center offers a total of 70 recreation classes/programs, including 29 fitness and health related classes to the older adult community to maintain an active and healthy lifestyle. For FY 2008/2009, a monthly average of 2000 users participated in fitness classes consisting of approximately 500 unique individuals or 17% of the center's total membership of 3,000. The *Active Start* Program targets a different older adult population that is sedentary and not motivated to participate in other fitness and wellness programs available in the community.

EXISTING POLICY

Open Space and Recreation Sub-Element of the General Plan

2.2.B. Programming

The City strives to develop and implement passive and active recreation and enrichment programs that:

- provide constructive opportunities for fitness, well-being, healthy coping and stress management;
- contribute to the creation of a healthy community; and
- promote community participation in recreation for all ages.

Policy 2.2.B.5.

Develop and implement programs in order to meet the developmental and social needs of specific targeted populations (e.g., youth, teens, seniors, disabled).

Policy 2.2.B.6. Leverage available resources by pursuing co-funded and/or cooperative agreements for provision and maintenance of programs, facilities, and services, in order to maximize benefits to the community. Partners may include, but are not limited to, school districts, non-profit groups, governmental agencies and businesses.

Fiscal Sub-Element

Policy B.1.6

One time revenues should not be used for ongoing expenditures.

Policy B.4.3

A uniform grants application process must be utilized to assure that the City Council has the information necessary to make a decision regarding a potential intergovernmental grant. Staff should present to Council a Notice of Intent regarding a possible grant source which shall include at least the following information:

- The grant being pursued and the use to which it would be placed
- The objectives or goals of the City which will be achieved through use of the grant
- The local match required, if any, plus the source of the local match
- The increased cost to be locally funded upon termination of the grant
- The ability of the City to administer the grant

DISCUSSION

The Senior Center, in collaboration with San Jose State University Department of Kinesiology, received notice that it was awarded a \$24,805 grant from The Health Trust of California. This funding will enhance the City's ability to provide programs and services to address the county-wide *Healthy Aging* initiative in Sunnyvale. The grant will be used to fund training conducted by a Professor of Kinesiology from San Jose State University and start up costs for the program including equipment, assessment tools, educational materials and marketing.

The grant will provide the following opportunities:

- Develop strategies to educate older adults on the benefits of physical activity, including enhancing their awareness to help change their attitudes toward participation in physical activity programs;
- Implement assessment and evaluation tools to educate older adults on their current health and measure the effectiveness of the program as they participate;

- Introduce a new physical activity program that targets older adults who are sedentary, called *Active Start*. This program has been identified as a physical activity program with proven results (via scientific data) by the Health Trust;
- Establish a partnership with San Jose State University. This creates an opportunity to train future professionals, as well as create access to “experts” for City staff training; and,
- Create intergenerational opportunities for students and older adults to learn together.

The Health Trust, a non profit organization, has provided over \$100 million of benefit to the community through grants, policy and advocacy, and direct health services including Meals on Wheels, Children’s Dental Services, and Wellness Access and Education partnerships such as Healthy Silicon Valley.

In January 2008, the Health Trust announced a \$30 million investment in three initiatives established with the goal of making Silicon Valley become the healthiest region in America. (Refer to Attachment A: Overview of Health Trust and Grant Application Process. Refer to Attachment B: Copy of Health Trust Grant Application.)

The Health Trust vision is to transform Silicon Valley into the healthiest region in the country through three initiatives:

1. Healthy Living – reducing and preventing obesity
2. Healthy Aging – increasing well being and independence for older adults
3. Healthy Communities – reducing health disparities

Healthy Aging is defined as the development and maintenance of optimal physical, mental and social well-being in older adults. One of the priority strategies for this initiative is to integrate physical activity opportunities for older adults into neighborhoods and programs.

The Sunnyvale Senior Center, with its current programs and amenities, is consistent with the Health Trust vision of a healthy Silicon Valley. Conducting this program supports the City’s efforts towards promoting healthy aging.

FISCAL IMPACT

There is no net impact to the General Fund resulting from this grant award. The grant funds will be used to promote, implement and evaluate an *Active Start* Program at the Sunnyvale Senior Center. Budget Modification No. 20 has been prepared to appropriate \$24,805 in grant funds from the Health Trust to a new project to fund the new program at the Senior Center.

Once the program has been introduced and conducted for the first time, staff intends to continue to collaborate with San Jose State University to provide an opportunity to train future professionals while at the same time providing instructors for fee-based health and wellness classes for older adults. These classes will be offered as part of the Senior Center’s class program and costs will be offset by participant fees.

**Budget Modification No. 20
Fiscal Year 2009/2010**

Community Recreation Fund	<u>Current</u>	<u>Increase (Decrease)</u>	<u>Revised</u>
<u>Revenues:</u>	\$0	\$24,805	\$24,805
Health Trust Grant			
 <u>Expenditures:</u>	 \$0	 \$24,805	 \$24,805
<i>Active Start Program</i>			

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk, Senior Center, Community Center, Department of Community Services Administration, and on the City's Web site.

Copies of this report have been distributed to the Parks and Recreation Commission for their information and review.

ALTERNATIVES

1. City Council approves Budget Modification No. 20 in the amount of \$24,805 and appropriates these funds to a new project to conduct the *Active Start Program* at the Sunnyvale Senior Center in partnership with San Jose State University Department of Kinesiology.

2. City Council directs staff not to accept grant from the Health Trust.

RECOMMENDATION

Staff recommends Alternative No. 1: City Council approves Budget Modification No. 20 in the amount of \$24,805 and appropriates these funds to a new project to conduct the *Active Start* Program at the Sunnyvale Senior Center in partnership with San Jose State University Department of Kinesiology.

The proposed project targets participants of the Senior Center who are currently not active in physical activity programs. Along with introducing a new physical activity program, the project will implement strategies that can help individuals understand and personalize the benefits of physical activity, with the goal of changing their behavior and attitude towards participation.

Reviewed by:

David A. Lewis, Director, Community Services
Prepared by: Gerard Manuel, Recreation Supervisor
Nancy Bolgard Steward, Superintendent of Recreation

Reviewed by:

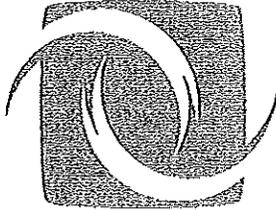
Mary J. Bradley, Director, Finance

Approved by:

Gary M. Luebbbers
City Manager

Attachments

- A. Overview of Health Trust and Grant Application Process
- B. Copy of Health Trust Grant Application



HEALTH TRUST

Healthy Aging Initiative -- Request for Proposals Expanding Physical Activity Opportunities for Older Adults

RFP Release Date	March 27, 2009
Proposal Due Date	May 4, 2009
Awards Announced	June 27, 2009
Project Start/End Dates	July 1, 2009 to June 30, 2010

The Health Trust is seeking proposals from community-based, public or non-profit organizations in Santa Clara County and Northern San Benito County for the purpose of increasing the level and quality of physical activity programming for older adults in this region. The target population for programs funded is older adults aged 55+ with an emphasis on groups that have particular risks or needs that prevent them from engaging in regular physical activity.

A total of \$200,000 is available under this RFP for an estimated 10 to 15 grants. The maximum grant size is \$25,000. *The Council on Aging Silicon Valley (COA)* has contributed a portion of funding to extend the reach of this strategy and some grant awards will be co-funded with COA.

Grants to expand physical activity programs are part of a larger Physical Activity Strategy under the *Health Trust's Healthy Aging Initiative*. In 2007, following a comprehensive assessment and strategic planning process, The Health Trust (THT) launched a new commitment to three strategic initiatives: Healthy Living, Healthy Communities and Healthy Aging. The goal of the Healthy Aging Initiative is to ensure that *older adults spend more years in good health and are engaged as vital members of their communities*. One of the key strategies under this initiative is "expanding physical activity opportunities for older adults".

Components of the **Physical Activity Strategy** include:

- Training and dissemination on physical activity best practices
- Grants for physical activity programs in community organizations
- Policy and advocacy for elder friendly physical activity environments

Physical Activity Grants Program

The *purpose of this funding* is to increase the level and quality of physical activity programs for individuals aged 55+ in a variety of community settings. Funded programs may target older adults living independently in the community, in senior housing or in care settings such as assisted living or skilled care. Grant funding should support new physical activity programming for older adults or a significant enhancement of an existing program. Other activities such as: staff training and skill-building, volunteer engagement, fitness campaigns or community competitions and/or scholarships for starting a physical activity may also be considered as part of a larger program.

Preference will be given to applicants that use grant funding for adopting best practice models and principles and integrate such programs into their offerings for older adults. Many of these evidence-based programs are described in the Health Trust's "*Wellness by Design Compendium - Physical Activity Best Practices for Older Adults*" released in March, 2009.

Physical activity offers one of the greatest opportunities to extend years of active independent life, reduce falls and disability, and improve the quality of life for older adults. There is a broad range of physical activity interest, experience and ability among adults and regardless of an individual's level of fitness, there is a physical activity opportunity that can meet their needs, maximize one's potential and optimize well-being. Unfortunately, simply disseminating information about the health benefits of moderate physical activity is not sufficient to increase participation levels. While many physical activity programs are offered to and utilized by older adults in this region, we know that a significant number of individuals over age 55 still do not engage in regular physical activity.

Many barriers exist that prevent older adults from participating in physical activity programs including: limited or no transportation, geographic isolation, limited exercise facilities and programs and personal safety. It is particularly challenging for individuals with chronic conditions or limited mobility to find both the opportunity and the motivation for such engagement.

In recent years, evidence-based physical activity programs have been developed and tested that produce measurable health benefits and positive outcomes for older adults. An important national health promotion priority is to encourage the adoption of evidence-based programs and facilitate the use of best practice principles at the community level to improve quality and ensure the safety and effectiveness of physical activity programming.

Grant Awards

It is anticipated that 10-15 grants will be awarded in amounts that range from \$2,500 to \$25,000 for the period of July 1, 2009 - June 30, 2010. Awards in subsequent years for such activities will be based on available funding and Health Trust Board approval and will be competitive. Applicants understand that receipt of an award does not constitute a commitment for ongoing funding.

Eligible Applicants

Applicants must be nonprofit, tax-exempt organizations and services must directly benefit residents of Santa Clara County and/or Northern San Benito County.

The Health Trust does not fund:

- Annual appeals or membership drives
- Capital campaigns, construction, or renovation of facilities
- Endowments
- Equipment purchases (unless determined to be an integral part of an eligible activity)
- Debt retirement or deficit reduction
- Grants to Individuals

Review/Selection Process

Proposals will be reviewed by a *Physical Activity Grants Review Committee* comprised of Health Trust staff, physical activity experts and consultants, and representation from the Health Trust Grants Committee. Proposals will be ranked according to the selection criteria below and award recommendations will be forwarded to the Grants Committee and Board of Trustees for final approval.

Applicants may be asked to submit additional written information or asked to make an oral presentation before the Review Committee to clarify statements made in their proposal.

Selection Criteria

Proposed Projects will be reviewed and ranked based on the following criteria:

- ❖ Consistent with the purpose and scope described in this RFP.
- ❖ Use of evidence-based physical activity models and/or best practice principles
- ❖ Project and budget feasibility
- ❖ Funding supports a *new* physical activity offering or a substantive expansion or improvement of existing services.
- ❖ Staff involved in the delivery of services meet requirements for providing the proposed services and working with the target population.
- ❖ Overall impact and numbers served
- ❖ Addresses barriers that prevent older adults from engaging in physical activity (transportation, safety/crime, poor access to parks, lack of social support)
- ❖ Targets underserved populations in Santa Clara County and utilizes strategies demonstrated to be effective for the target population.
- ❖ Organizational Capacity and a demonstrated ability to effectively serve older adults, maximize opportunities for partnerships and resources.
- ❖ Demonstrates ability to build capacity to sustain the project.

Grantee Requirements

All recipients of grants will be required to participate in an evaluation funded and coordinated by The Health Trust. Grant proposals should include outcomes and indicators of success for the program. Specific measures and evaluation methods will be guided by the external evaluation.

Reporting requirements will be tied to this evaluation and are expected to include six and twelve month submissions of program data.

A logic model for the Physical Activity Grant Program is included in Appendix A. Your program outcomes should be compatible with some aspect of this logic model. **Examples of such outcomes and indicators include:**

- ❖ **Increased Organizational Capacity to Provide Physical Activity Programming for Older Adults**
 - Increase in physical activity best practice program offerings
 - Increased skills among staff to lead physical activity programs for older adults
 - Increased number of older adults enrolled in physical activity programs
 - Participant satisfaction with physical activity programs
- ❖ **Increased Physical Activity Among Older Adults Served by the Organization**
 - Number of older adults participating in physical activity on a regular basis
 - Number of older adults participating in physical activity for recommended duration each session
- ❖ **Increased Social Connections Among Physical Activity Participants**
 - Participants look forward to exercising with peers
 - Participants encourage one another's physical activity participation
- ❖ **Improved Health Among Physical Activity Participants**
 - Improved self-rated health, functioning, and well-being
 - Improved strength, endurance and balance
 - Healthy weight
 - Prevention of falls

Grantees will also be asked to participate in a Learning Community that includes meetings over the course of the year and incorporates opportunities for their networking and community building.

Proposal Submission & Application Format

Please follow the *Proposal Guidelines* (pages 6-7 below) in the preparation of your proposal. **The deadline for submission of proposals is Monday, May 4, 2009 at 4:00 p.m.** Applications must be received in the Health Trust office and will not be accepted after this date and time.

Questions regarding eligibility, due dates or submission requirements should be directed to Lori Andersen, Director of Healthy Aging LoriA@healthtrust.org or 408 879-4111 or Donna Saykally, Grants Administrator at DonnaS@healthtrust.org or by phone at 408.559.5590.

Glossary of Terms

Evidence-based programs – practices that are grounded in sound, scientific evidence demonstrating the effectiveness of the program which can be duplicated in multiple settings and

with diverse populations. Additionally, trial outcomes have been published in a peer-reviewed academic journal, and the program provides reproducible materials such as manuals or toolkits. Evidence-based programs generally adhere to widely accepted ACSM/AHA physical activity recommendations and guidelines and almost always include a rigorous evaluation component. Validity and quality are important criteria in the development of evidence-based programs, but affordability and sustainability are critical considerations at the local level.

Promising practice/intervention - those that have the potential to effectively address the issues of concern in your community because they have worked elsewhere and been judged by standards that make sense for your community and your issue. Evaluation results for these practices meet pre-determined criteria for success and show potential for effectively addressing a goal or issue.

Population-based approach to physical activity – reflects the unique opportunities and circumstances of specific settings where people live, work, play, and learn: home/family, schools, workplaces, communities, and health care settings. It also implies that all who are part of that setting will have the opportunity to engage in the program.

New or Enhanced Program - a *new* program is one that has not been delivered in that community within the past year. An *enhanced program* usually involves an established program making a significant addition to their program (i.e. more participants, activities, locations, or frequency). If it is an enhancement, applicants can only apply for the cost to expand.

Additional Resources

American College of Sports Medicine – <http://www.acsm.org/index.asp>

The National Blueprint – <http://www.agingblueprint.org/>

The National Council on the Aging, Center for Healthy Aging – www.healthyagingprograms.org

ABOUT THE HEALTH TRUST

The Health Trust was founded in 1996 as a charitable foundation with assets from the sale of three local nonprofit hospitals. For more than 12 years the organization has been a respected leader in Silicon Valley through its programs, grantmaking, partnerships, and policy initiatives.

TheHEALTHTrust

Healthy Aging Initiative

Expanding Physical Activity Opportunities for Older Adults

Proposal Guidelines

Please submit one original and one copy (unbound) of the Proposal Narrative (Sections 1-4), along with ONE SET of required attachments (A-E). Answer each question in the order in which it appears and use the headings and subheadings provided. You should use a 12-point font size and number all pages sequentially. **Note:** A single-sided page length is recommended for each section, but can vary as long as the completed Proposal Narrative does not exceed five (5) pages.

Proposal Cover Sheet (*enclosed*)

Proposal Narrative

1. **Background/Introduction** (up to 1 page)

Provide a brief description of your agency, including its purpose, history, programs and services, people or populations served, governance and administration. Be sure to include the following information: number of staff and board members, annual operating budget, number of clients served annually (overall as well as for this project), past experience with the same/ similar project or target group, notable recognitions of agency or project staff. Explain how the proposed project promotes your agency's mission.

2. **Statement of Need and Organizational Capacity** (up to 1 page)

Describe the physical activity program issue(s) or concern(s) that your project will address and the population to be served, and provide background data related to the issue. Describe how you determined the need for this project. Where evidence-based research is available, it should be cited. Where previous experience is the basis for the proposal, describe that experience. Describe your organizational capacity and tell us how you are uniquely qualified to implement the proposed project. Indicate whether similar services are available in the target area.

3. **Project Description** (up to 2 ½ pages, including subsections a and b)

Describe the physical activity program or intervention in detail and how it will replicate an evidence-based program or integrate principles of best practice in the field of physical activity for older adults. Tell us how it will work, noting its purpose, goals and objectives, the methods and approaches to be used, the staffing and administration and the objective measures of success. Respond to each applicable question under the sub-headings below:

- a. **Target Population** (up to ½ page). Describe the older adult population to be served and the total numbers to be served. Indicate if the project will primarily serve individuals of a particular ethnicity, economic status, geographic location, age group or functional status.

- b. **Project/Program Goals, Objectives, and Outcomes** (up to 2 pages). Summarize the overall goals of your project/program along with corresponding numerical objectives and timeframe for completion. Describe the specific results/outcome(s) that will be achieved and the benefit(s) for participants. See page 4 of this RFP for some examples of outcomes and indicators.

Describe the main activities that will be developed and/or implement to achieve the stated goals and objectives. Outline how the project/program will be carried out and indicate the timeline for completion of major activities. Discuss staffing plan and describe the specific roles, responsibilities and qualifications of key staff in relation to the project and in serving the target population. Explain how you will coordinate or collaborate with other service providers or community stakeholders to implement the project. Describe key partners including their roles and responsibilities and any cash or in-kind resources they will contribute to the project (i.e., staff, funding or space).

4. **Project Budget/Sustainability** (up to ½ page)

Identify the resources you will need to complete this program and tell us how you will use the requested grant funding. If the grant will leverage other resources for the project, please describe them along with your plans to continue the project with other funding after the grant period ends. Briefly explain any unusual budget line-items or amounts.

Use the enclosed **Attachment B. Budget Template** form to present your line-item budget for the project. Please note that indirect administrative expenses charged to the grant may not exceed 10% of the total grant amount.

Required Attachments (please label each item as follows)

Provide these attachments for your organization and any project partners that will receive 25% or more of the requested funding.

- A. Current Operating Budget
- B. IRS Determination Letter
- C. Current Board of Directors List (include name/affiliation, term, ethnicity and gender)
- D. Most recent Audited Financial Statement (if available)
- E. Most recent Annual Report (if available)
- F. Optional: Any other written materials related to the project (limited to 2 pages)

Proposals should be addressed to:
Grants Administrator, The Health Trust
2105 S. Bascom Avenue, Suite 220
Campbell, CA 95008

or via email to: DonnaS@healthtrust.org

RFP Attachments:

Appendix A: Logic Model
Appendix B: Budget Template



HEALTHTrust

Physical Activity GRANT PROPOSAL -- BUDGET TEMPLATE (The numbers in italics below are for illustrative purposes only)

Organization

Project Title

Instructions for completing this form:

Total Project Income and Total Project Expenses (Column 3) must match

Only list sources and amounts that will be allocated to the project during the grant period for which THT funds are requested

Under Expenses, "Other" includes all other (non-THT grant) contributions to the project (both cash and in-kind)

PROJECT BUDGET

INCOME (Source of Funds)

COMMITTED

Source	Cash	In-Kind	Total	Percent
HFSV	5,000		5,000	5%
Gardner Health Clinic		2,500	2,500	3%
Sobrato Family Foundation	10,000		10,000	11%
Americorp VISTA Volunteers		20,000	20,000	22%
Subtotal COMMITTED	\$ 15,000	\$ 22,500	\$ 37,500	41%

PENDING

Source	Cash	In-Kind	Total	Percent
The Health Trust	25,000		25,000	27%
Santa Clara County	15,000	15,000	30,000	32%
Subtotal PENDING	\$ 40,000	\$ 15,000	\$ 55,000	59%

TOTAL PROJECT INCOME	\$ 55,000	\$ 37,500	\$ 92,500	100%
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EXPENSES (Use of Funds)

PERSONNEL

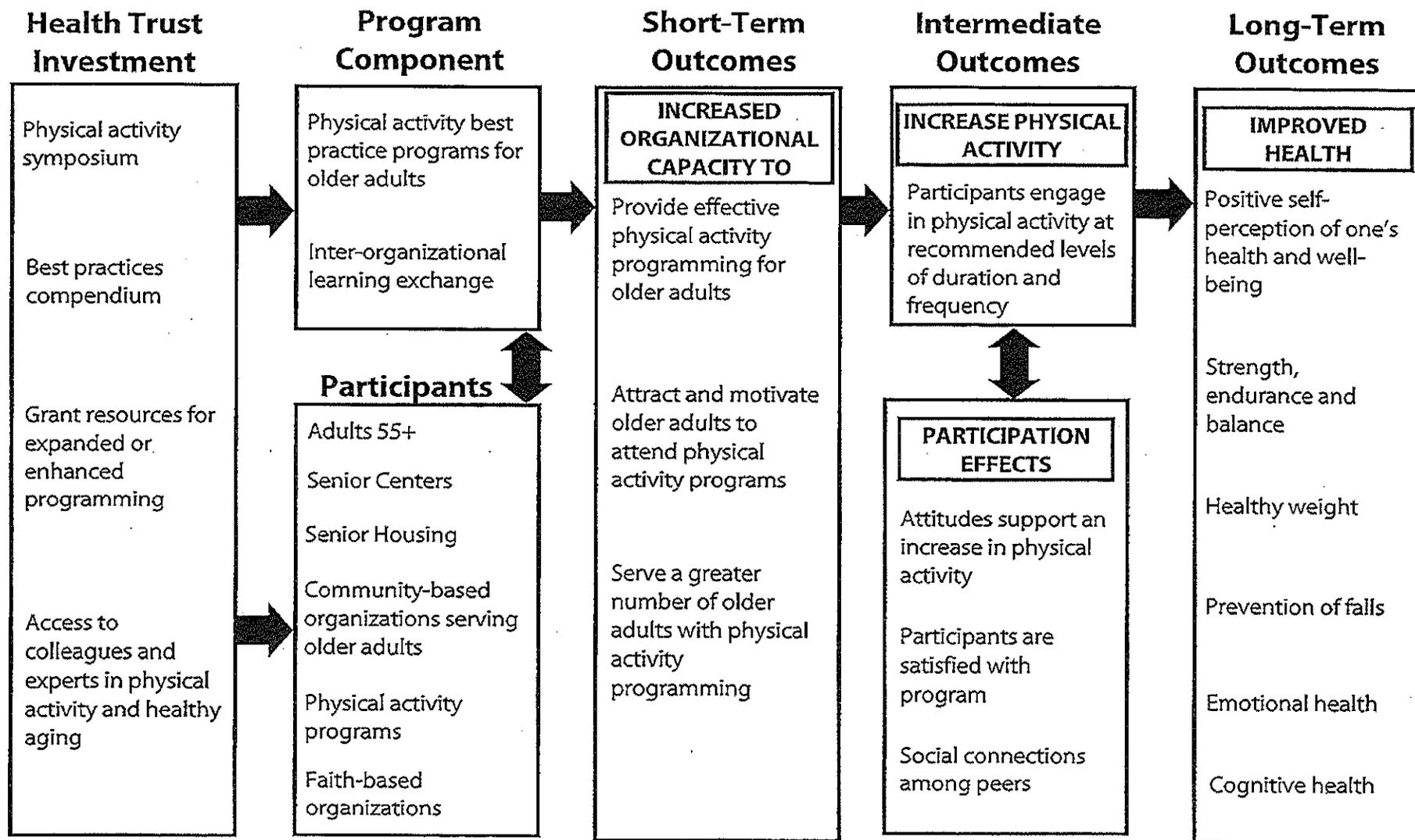
	THT Grant	Other	Total	Percent
Project Director @ 100% FTE	10,000	30,000	40,000	43%
Fringe Benefits @ 25%	5,000	5,000	10,000	11%
Consultant (100 hrs @ \$50 per hour)		5,000	5,000	5%
Subtotal PERSONNEL	\$ 15,000	\$ 40,000	\$ 55,000	59%

NON-PERSONNEL

Rent (\$1,604/month x 12 months)	3,250	16,000	19,250	21%
Utilities (\$208/month x 12 months)	1,000	1,500	2,500	3%
Supplies	1,250	1,250	2,500	3%
Equipment	2,000	2,000	4,000	4%
Indirect Costs (limited to 10%)	2,500	6,750	9,250	10%
Subtotal NON-PERSONNEL	\$ 10,000	\$ 27,500	\$ 37,500	41%

TOTAL PROJECT EXPENSES	\$ 25,000	\$ 67,500	\$ 92,500	100%
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Physical Activity for Older Adults Organizational Capacity Grants



TheHEALTHTrust

Healthy Aging Physical Activity Grants (2009) Proposal Cover Sheet

City of Sunnyvale Department of Community Services		May 4, 2009
Organization Name		Date
94-6000438	City	
Tax Exempt ID#	Type	Date Granted
PO Box 3707, Sunnyvale, CA 94088-3708		
Address		City & Zip
Gerard Manuel, Recreation Manager	408-730-7365	gmanuel@ci.sunnyvale.ca.us
Executive Director/CEO	Phone	E Mail
408-737-4965		www.seniors.inSunnyvale.com
Fax		Web Site
Proposal Contact - Name/Title (If different from above)	Phone	E Mail
Active Start Sunnyvale		
Project Title		
<p>Project Summary: The proposed project targets participants of the Senior Center who are currently not active in physical activity programs. Along with introducing a new physical activity program, the project will implement strategies that can help individuals understand and personalize the benefits of physical activity, with the goal of changing their behavior and attitude towards participation.</p>		
\$ 43,499.60		\$ 24,804.80
Total Project Budget		Amount Requested
From: July, 2009	To: June, 2010	12 Months
Project Period		Duration (i.e. 12 months)

Section 1 (Background and Introduction)

The City of Sunnyvale has been serving older adults since 1958. After years of programming at different community sites, a new Senior Center opened in July, 2003. This beautiful, state of the art facility is located in scenic Community Center Park in a central location close to freeways and public transportation. The mission of the Senior Center is to encourage physical, mental and emotional health, independence and socialization among adults ages 50 and older to enhance enjoyment of life through recreation programs, related services and referral information. Under the umbrella of the Department of Community Services, the Senior Center is funded by the City of Sunnyvale with an annual operating budget of \$998,952. There are six full time and two part-time staff as well as over 200 volunteers that support the Center. A fifteen member Senior Advisory Committee provides direct communication to City staff as well as disseminates information that relate to the Senior Center. The mission of Department of Community Services is to "create community through people, parks and programs . . . and provide a wide range of accessible, high-quality open space and recreational programs and facilities, in order to meet the open space and recreational needs of a diverse and changing community."

Currently, over 3,000 members frequent the Senior Center. Known for its' active excursion program, health and wellness programs, recreation classes, lively fitness center, stimulating lectures, special events, special interest classes, computer lab and numerous drop-in programs, the 23,000 square foot Senior Center is a valuable community resource designed to foster human development and stimulate lifelong learning. Currently, the Senior Center offers a total of 70 recreation classes/programs, including 29 fitness and health related classes to the older adult community to maintain an active and healthy lifestyle. For Fiscal Year 2008-2009, a monthly average of 2000 users participated in fitness classes consisting of approximately 500 unique individuals or 17% of the center's total membership of 3,000.

The proposed project targets participants of the Senior Center who are currently not active in physical activity programs. Along with introducing a new physical activity program, the project will implement strategies that can help individuals understand and personalize the benefits of physical activity, with the goal of changing their behavior and attitude towards participation.

The project will be a partnership between the City of Sunnyvale Department of Community Services- Senior Center and San Jose State University Department of Kinesiology. Currently, the Department of Kinesiology consists of 675 undergraduates and 75 graduate students. The department has approximately twenty one full-time faculty with areas of expertise ranging from Exercise Physiology to Sport History. Department of Kinesiology seeks to:

- Assist in fulfilling the mission of San Jose State University.
- Prepare exemplary professionals in the field of Kinesiology.
- Promote and provide for physically active lifestyles for all.
- Promote and provide for the academic study of human movement, physical activity, and sport.

This proposed project promotes the agency's mission by continuing to engage the community with innovative programs and train current and future professionals in best practices in physical activity - creating community through people, parks and programs!

Section 2 (Statement of Need and Organizational Capacity)

The primary concern that this physical activity program will address is increasing physical activity among sedentary older adults. Given that over 60% of older adults are sedentary (US Department of Health, 1996), there is a significant need to increase activity in this population. By providing individualized information to increase physical activity, as well as using a physical activity program that has been demonstrated to increase strength, balance, and flexibility, our goal is to increase physical activity participation among those who are sedentary. The research is clear in demonstrating that once individuals begin to participate in exercise, realize the benefits of exercise, and have enhanced physical self-esteem they will continue with the exercise program (Dionigi, 2007; McAuley, Jerome, Elavsky, Marquez & Ramsey, 2003). The most significant challenge is to effectively target interventions to older adults that will encourage them to change their behavior. In order to achieve this goal we will use targeted interventions based on the transtheoretical model.

Section 3 (Project Description)

A) Target Population:

Older Adults over the age of 50, with an emphasis on users not currently or consistently participating in physical activity programs (older adults who are sedentary), will be the target audience. The City of Sunnyvale Senior Center serves over 3,000 users annually, primarily serving the following ethnicities: Caucasian, Asian (predominantly Chinese and Filipino), East Indian and Hispanic.

B) Project Goals and Objectives:

1. To increased physical activity participation among sedentary members of the Sunnyvale Senior Center.
2. To increase the number of skilled and properly trained instructors of physical activity, by training them in the Active Start program.
3. To implement the Active Start program at the Sunnyvale Senior Center, a best practice for exercise for older adults presented at the Health Trust's Wellness by Design Physical Activity Symposium.
4. To increase social connections among seniors as well as between seniors, community exercise leaders, and university students by creating a welcoming, encouraging, and motivating exercise environment led by exercise specialists and San José State University students.

Project Outcomes:

1. Improved functional fitness.
2. Improved physical self-perceptions and self-efficacy.
3. Advanced stage of change for exercise, indicating increased likelihood of future exercise participation.
4. Implementation of an efficacious exercise program.

We propose a two pronged approach. First, we will introduce an exercise program identified as a best practice during the Health Trusts' Wellness by Design Physical Activity Symposium at the Sunnyvale Senior Center that will be available to members of the Senior Center. Second, we will assess individuals' stage of change and provide a targeted intervention based on their stage of change in order to increase their likelihood of adopting an exercise program.

The transtheoretical model has been used to understand and induce behavior change in exercise settings (Marcus & Simkin, 1994; Plotnikoff, Hotz, Birkett, and Courneya, 2001). According to this model individuals' likelihood to begin exercising can be predicted by their stage of change. According to this theory there are five stages of change, with likelihood of exercise participation increasing with each stage: pre-contemplation, contemplation, preparation, action, and maintenance. Individuals at the pre-contemplation stage are not yet thinking about exercising, while those at the maintenance stage have been exercising consistently for six-months. Research incorporating the transtheoretical model indicates that general information and education regarding exercise typically does not lead to behavior change. However, when individuals are provided with information targeted to their stage of change they are more likely to progress in stage of change and to eventually begin to adopt exercise behaviors.

During the first phase of this project, we will train the Sunnyvale Senior Center staff and San Jose State University students on how to teach exercise classes using the **Active Start program**. We will be using both senior center staff and university students to ensure that there is sustainability of the program after the funded proposal has ended. Additionally, we believe that by having university students participating in the teaching of classes they will be receiving invaluable training that will increase the number of qualified and motivated professionals in the area of exercise and aging. During this first phase of the project we will develop the individualized intervention packets that will be distributed to new members, as well as the monthly informational updates that will be sent to the members.

In the second phase of the project, individuals who attend new member orientation at the Sunnyvale Senior Center will complete the Exercise Stage Assessment (ESA) in addition to the other material that they complete for the center. The ESA is a five-item scale that was developed by Marcus, Selby, Niaura, and Rossi (1992) and Nigg and Riebe (2002). The measure will be given to all new members to determine their current stage of change. The measure first defines exercise then asks participants if they "exercise regularly according to the definition above?"

Individuals who are not currently exercising, people in the precontemplation, contemplation, and preparation stages, will be given booklets that are specifically designed to address their stage of change. Similar materials have been created by other researchers and will be adapted for this particular population. New center members will also receive monthly information regarding exercise and class offerings at the center. Every 3 months members will be contacted through a phone call to assess their stage of change, and then modified information will be sent to them based on their re-assessed stage of change.

In addition to the existing exercise programming available at the Sunnyvale Senior Center, a free exercise class will be offered at the center, based on the Active Start program. The Active Start program is intended to be implemented by peers, and while we will have peer leaders, we also will train Sunnyvale Senior Center Staff as well as San José State University Kinesiology students to lead these classes to ensure the sustainability and quality of the class. New members of the center will be made aware of this class. A log will be kept to determine which new members attend the exercise class and how often.

To determine the effectiveness of the exercise program the Physical Self-Perception Profile-Adults (Chase, 1991), the exercise self-efficacy measure (McAuley, 1993) and the Rikli and Jones' (2001) Senior Fitness Test will be administered when members begin the exercise program, and at 3 and 6 months after beginning the exercise program. The reason for administering these measures is that improved physical self-perception, self-efficacy, and functional fitness are outcome goals for this program. They are also each strong predictors of future exercise participation.

The final stage of the project will be an assessment of the changes in functional fitness, physical self-perception and exercise self-efficacy measures of those who participated in the Active Start class. There will also be an assessment of whether there were significant changes in stage of change among new members in the 6 months following their receiving intervention materials.

This project would initiate a relationship between Sunnyvale Senior Center and the San Jose State University Kinesiology Department that we would maintain after the culmination of this project. We believe that intergenerational experiences between senior center members, university students, and the staff will be beneficial to each group.

Timeline:

- Phase I (July 1-September 1): Develop individualized packets for members that will educate them regarding the benefits of exercise and encourage them to participate in exercise. Train staff and students on the Active Start program and administration of questionnaires and the Senior Fitness Test.
- Phase II (September 2009): Administer ESA to new members and distribute booklets and monthly informational fliers. Begin to offer Active Start exercise program and administer Senior Fitness Test, physical self-perception and exercise self-efficacy measures.
- Phase III (December 2009): Re-assess ESA as participants reach the 3-month mark from the initial distribution of the ESA. Disseminate information based on current stage of change. Administer Senior Fitness Test, physical self-perception and exercise self-efficacy measures when first participants in the exercise class reach the 3-month mark.
- Phase IV (March 2010): Re-assess ESA as participants reach the 6-month mark from the initial distribution of the ESA. Disseminate information based on current stage of change. Administer Senior Fitness Test, physical self-perception and exercise self-efficacy measures when first participants in the exercise class reach the 6-month mark.
- Phase V (June 2010): Complete ESA for all participants when they reach the 6-month mark from their initial participation in the project. Administer Senior Fitness Test, physical self-perception and exercise self-efficacy measures when final participants in the exercise class reach the 6-month mark. Evaluate program and make recommendations, and modifications of the intervention and exercise program.

Division of Responsibilities Summary (Organization Roles):

1. San Jose State University (SJSU):

- Student recruitment;
- Training to SJSU students and city staff;
- Tools for assessments and evaluations (Implementation & Documentation);
- Program Implementation

2. City of Sunnyvale Department of Community Services – Senior Center:

- Participants for program (recruitment of users);
- Facility for program (In Kind);
- Marketing of program (Citywide Activity Guide, flyers, city website and online email marketing);
- Administration of Health Trust Grant;
- Program Implementation and Evaluation

In order to ensure the success of this program, San José State University Professor Tamar Semerjian brings considerable experience working with older adults and university students in exercise settings. Professor Semerjian has 13 years of experience teaching exercise to older adults, and spent six years training university students to implement community based exercise programs. During those six years we saw the participation in each of our sites grow. The professor is also experienced in the measurement and development of interventions that we will be using in this program.

Section 4: Project Budget/Sustainability

Project Budget Summary:

The City of Sunnyvale Department of Community Services will provide the following in-kind services to support the foundation of implementing this project: Staff Support (customer service support at Senior Center to address questions about the program, process program registrations, and coordinate volunteers); Grant Administration Support (Recreation Supervisor to oversee grant implementation including reports and finances) and facility (program and storage room). Customer Service Volunteers (front desk volunteers to assist public).

The following will be supported by the Health Trust Grant: Staff Time to support program logistics (Recreation Coordinator to work with SJSU for program planning/development); cost to hire and train five staff (targeting both SJSU students and current city staff); Professional Consultant to train part time staff and work collaboratively with City staff to implement program (SJSU Professor); marketing costs (development and distribution); training materials; and program supplies. A program budget is attached (see Program Budget – Attachment G)

Sustainability:

The initial costs of program development primarily involve the initial investment in program staffing (recruitment/hiring and training), program supplies and marketing. After the initial costs, the cost of implementing the program will be covered by the program fees. Initially, this program will be free to introduce the service and will transition to a fee based service in the future. The program responsibilities will be absorbed in the program coordinator's list of duties and responsibilities. Marketing costs will be absorbed by the marketing budget of the Department of Community Services. Staffing and material costs will also be covered by fees, with the staff ratio lowered reflecting a program environment versus a training environment (from 5 staff to no more than 2 staff). This collaboration will also create a partnership between San Jose State University and the City of Sunnyvale, opening the possibilities of student placements (volunteer, practicum and internship opportunities) to enhance class ratios and to train future professionals, strengthening the opportunities to sustain future program development. The introduction of this program can have positive impacts on participation in other fitness related programs offered at the Senior Center.

City of Sunnyvale Department of Community Services- Senior Center
Organization

Active Start in Sunnyvale

Project Title

PROJECT BUDGET

Income

Committed	Cash	In-Kind	Total	Percent
Sr. Center Volunteers (208 Hrs)		\$ 5,066.88	\$ 5,066.88	12%
Sr. Center Staff (Customer Service - 208 Hrs)		\$ 5,697.12	\$ 5,697.12	13%
Sr. Center Supervisor (Grant Administration-40 hrs)		\$ 1,930.80	\$ 1,930.80	4%
Facility (Program, Meeting Rooms and Storage)		\$ 6,000.00	\$ 6,000.00	14%
Subtotal (Committed)	\$ -	\$ 18,694.80	\$ 18,694.80	
Pending	Cash	In-Kind	Total	Percent
The Health Trust	\$ 24,804.80		\$ 24,804.80	57%
Subtotal (PENDING)	\$ 24,804.80	\$ -	\$ 24,804.80	
Total Project Income	\$ 24,804.80	\$ 18,694.80	\$ 43,499.60	100%

Expenses (Use of Funds)

PERSONNEL	THT Grant	Other	Total	Percent
Recreation Coordinator (80 Hrs.)	\$ 3,204.80		\$ 3,204.80	7%
Consultant (SJSU @ 200 hrs)	\$ 10,000.00		\$ 10,000.00	23%
Staff (5 PT @ \$16/hr- 120 total hrs each)	\$ 9,600.00		\$ 9,600.00	22%
Sr. Center Customer Service Coverage (Staff & Vol.)		\$ 10,764.00	\$ 10,764.00	25%
Recreation Supervisor (Grant Administration)		\$ 1,930.80	\$ 1,930.80	4%
			\$ -	
Subtotal (Committed)	\$ 22,804.80	\$ 12,694.80	\$ 35,499.60	
NON PERSONNEL				Percent
Facility (Program, Meeting Rooms and Storage)		\$ 6,000.00	\$ 6,000.00	14%
Supplies & Materials (Inc. training & assessment tools)	\$ 1,500.00		\$ 1,500.00	3%
Marketing Costs ((Flyers and Online)	\$ 500.00		\$ 500.00	1%
Subtotal (PENDING)	\$ 2,000.00	\$ 6,000.00	\$ 8,000.00	
Total Project Expenses	\$ 24,804.80	\$ 18,694.80	\$ 43,499.60	100%