

**CALIFORNIA STATE LIBRARY  
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)**

**Final Program Narrative Report  
(LSTA Form 9)**

**Grant Information**

Library Jurisdiction	Folsom Public Library
Project Title	Healthy Folsom: Mind, Body and Earth
Grant Award #	40-8280
Grant Period	August 1, 2013 - June 30, 2014
Amount of Grant Award	\$18,000
Amount of Grant Expended	\$18,000
Local Match	
In-Kind	\$15,800
Total Amount of Project (amount expended + match + in-kind)	\$33,800
Number of Persons Served (should not include total population of service area or potential population to be reached)	3,067

**Project Director**

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This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. <http://www.library.ca.gov/grants/lsta/manage.html>

Email this report in "word format" to [lsta@library.ca.gov](mailto:lsta@library.ca.gov) then mail ORIGINAL and 2 copies to:

California State Library  
P.O. Box 942837  
Sacramento, CA 94237-0001  
Attention: Fiscal Office - LSTA

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
(Please sign in blue ink)

## Project Final Report

A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

### Project Purpose

Include your program purpose statement here

The Healthy Folsom project addressed the need for healthy and sustainable living information and resources. The library provided Folsom residents with the opportunity, information and tools to change their lives by adopting a mindset and lifestyle that embrace a healthy mind, body and earth.

The purpose of this program was to ensure that the community has access to relevant and up-to-date materials and programs in regard to health, wellness, and environmental sustainability. These resources were offered to enable people in the Folsom community to be physically and mentally healthier, and lead more sustainable lives. Additionally, this project would position the library as a community leader and central resource for physical, mental and environmental wellness materials.

### Project Activities and Methods

How did you accomplish the project? What were the steps involved? How did you engage the target audience?

This project was carried out through targeted programs to support a healthy mind, body and earth and by updating the library's collection of related subject areas. The first step toward accomplishing the Healthy Folsom project was to assemble a strong staff team, comprised of an adult and youth librarian as well as circulation staff with a passion for wellness. This team planned all events and programs and assisted with marketing the program to the community. Partners were also engaged early on, with existing partnerships leveraged and new partnerships sought out. Once information about this project spread, numerous potential partners contacted the library and wanted to be involved in such a meaningful and timely program. Additionally, the City's Public Information Office and graphic designer were included in the early stages of this project.

Further steps include:

- \* Staff trained in obtaining Reliable eHealth Information.
- \* Created a Healthy Folsom logo for all publicity.
- \* Purchased books, CDs and DVDs on the topics of healthy and sustainability.
- \* Obtained and made available numerous government/organization "healthy" resources.
- \* Offered 15 new programs for adults and children.
- \* Implemented a 5-week Healthy Folsom Challenge to encourage and reward people of all ages for making healthy choices such as eating healthy, exercising and recycling. A Healthy Folsom Challenge kick off was held on Saturday, January 25, with partners providing information and materials to attendees. Partners included Kaiser Permanente, Whole Foods, Covered California, WIC, American Diabetes Association, Spare the Air, City of Folsom's Parks & Recreation department and Water and Recycling divisions, Bryan College, and Revolutions Natural Medical Solutions. Raffle prizes for those who completed the challenge were donated from partners such as Whole Foods, Kaiser Permanente, Zuda Yoga and Bergerhouse Chiropractic.
- \* Brought healthy activities to outreach enrichment visits at a local elementary school, to the library's public participation day activities, and storytime to Whole Foods.
- \* Surveyed Healthy Folsom Challenge sponsors and participants as well as attendees of Healthy Folsom programs on the effectiveness of this project.

The target audience was engaged through fun and informational programs that were promoted throughout the library. An eye-catching invitation to participate in the Healthy Folsom Challenge was printed in the Spring Parks & Recreation guide. New materials on the topics of health and wellness were prominently displayed in the library. Folsom's local newspaper ran an article about the program and other local publications printed photos and information about Healthy Folsom events. Partners also promoted this project within their own

networks.

### **Project Outputs**

What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80 people were trained)

- \* Three program banners and four posters were created to promote the Healthy Folsom project.
- \* Three Healthy Folsom Challenge logs were created with input from Kaiser Permanente; one for each age group: children, teens, adults. A total of 1,152 logs were distributed to Challenge participants.
- \* One 1/2 page Healthy Folsom program promotional advertisement was created for the Spring Parks & Recreation guide and distributed to 25,000 homes.
- \* 50 America Recycle's Day bookmarks were distributed.
- \* 100 Recommended Reading lists were created and distributed on the topics of Diet & Nutrition, Fitness, Mind, and Earth & Environment.
- \* 308 Books, 11 Books on CD, and 80 DVDs were purchased for patron checkout.
- \* 15 new informational programs plus 1 event were offered, for a total program attendance of 1,990.
- \* A shoe drive was held in recognition of America Recycles Day and 80 pairs of shoes donated to the library for the Twin Lakes Food Bank.

### **Project Outcomes (if applicable)**

Please state the outcomes and the results of your evaluation.

89% of survey respondents reported a change in lifestyle behaviors based on their participation in the Healthy Folsom program. For example:

- \* 50% of respondents are eating healthier
- \* 50% of respondents have reduced their household water use
- \* 43% of respondents are reducing waste by composting, driving less, recycling, etc.
- \* 38% of respondents are trying to stay mentally healthier by getting enough sleep, enjoying nature, volunteering, engaging in positive self talk, etc.
- \* 35% of respondents are exercising more or have become more active

89% of survey respondents are likely to use what they learned in a Healthy Folsom program when making future choices regarding healthy eating and living a more active and sustainable lifestyle.

71% of respondents see the Folsom Public Library as a health and wellness resource.

### **Additional Project Outcomes**

Please state any additional intended or unintended outcomes and what data sources you used.

The response from the community regarding the Healthy Folsom project was overwhelmingly positive and far beyond expectations. The Folsom Public Library has dynamic programming, but since this project started, the library has not had to solicit any program facilitators. Members of the community want to work with us and lend their expertise and assistance to our line up of programs.

Obtaining new partners has had a domino affect; for example, because of our partnership with Covered California, Insured California asked to be part of the Healthy Folsom Challenge kick off event. Additionally, the library began a new partnership with Mercy Housing because of another Healthy Folsom contact. The library now provides outreach to Mercy Housing residents and Mercy Housing is a partner in the library's new 2015 Pitch an Idea project: Serving Folsom's ESL Community.

An additional outcome is the increase in new library cards issued since the start of this program. The fiscal year started with a 5-11% decrease in new patrons each month. Since the start of the Healthy Folsom program, new library cards have been issued at an increase of 7-36% each month. Many of these new patrons have been introduced to the library because of a Healthy Folsom program.

#### **Anecdotal Information**

Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.

Covered California programming was implemented as part of this project and Insured California contacted the library to participate in our Healthy Folsom Challenge kick off. After this event, Insured California offered to be onsite 1-2 days per week to assist the community with obtaining new health insurance benefits. Over 600 people were registered for health insurance at the library this past spring.

One of our more meaningful programs was Mental Illness: What Everyone Needs to Know, at which an extremely informative panel of experts discussed the stigma of, and services to, the mentally ill.

Attendees at this event ranged from those with a mental illness to family members and those who work with the mentally ill. Per one attendee, this program taught her that "my family is not alone and services are available." This program has also created an opportunity for staff training in working effectively and compassionately with the mentally ill.

Per one Healthy Folsom participant, "While much of the information I already knew, the reminders, the listing of resources (flyers and pamphlets) and connecting us with local experts was invaluable. The biggest benefit was connecting us to LOCAL community resources. Thanks!"

#### **Exemplary Project**

If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.

This project enabled the Folsom Public Library to offer programs, services and materials that will affect changes in the lives of its residents today as well as contribute to achieving the benefits of long-term healthy living and to creating a sustainable environment. Beyond the value of the program itself, health and wellness is a relevant and timely topic for any community. This program is a wonderful way for libraries to engage their communities while providing valuable resources. The library was portrayed positively in the media and obtained new library users. It was a "game changer" for the Folsom Public Library in creating awareness of the library and in developing new partnerships.

#### **FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS**

We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!

Overall, this was a good process. Jacquie Brinkley was wonderful to work with and I have no suggestions at this time. Thank you for this wonderful opportunity!

