



County of Marin Community Service Fund Program Application Form

Application Date 9/30/20

Fiscal Year July 1, 2020 - June 30, 2021

Organization Information

Full Legal Name: Zero Breast Cancer

Organization URL: <https://www.zerobreastcancer.org/>

Mission/purpose of your organization:

Zero Breast Cancer promotes breast cancer risk reduction through translation of scientific research and evidence-based recommendations that support health and wellness at key stages of life.

Grant Request Information

Program/Project Name: Helping Underserved Kids Be Healthy During the Pandemic

Summary of how County funds would be used for project:

Create and distribute hard copies of our English- and Spanish-language activity booklets (Healthy Activity Booklet: Being Healthy is About Feeling Our Best!) and colored pencils to underserved elementary school-aged children throughout Marin.

Amount Requested Dollar: Create and distribute hard copies of our English- and Spanish-language activity b

Total Project Cost: \$43,300.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

More girls than ever before are starting puberty prior to age 8 and early puberty is a lifetime risk factor for breast cancer. Also, girls' behaviors while breasts are developing can impact later breast cancer risk. By adopting healthy actions before puberty, girls may be less likely to start puberty early and continue healthy habits throughout puberty and beyond.

In April, we created "Healthy Activity Booklet: Being Healthy is About Feeling Our Best!" to give kids a new way to learn about healthy habits while regular activities are limited. The booklet promotes lifelong health and wellness by providing healthy action ideas to color and asking kids to draw what they like to do. There's also a bingo activity at the end that encourages them to take some of the suggested actions. Topic areas include moving more, eating healthy, getting enough sleep, managing stress, and limiting exposure to chemicals. These are key areas where girls' behaviors impact lifelong breast cancer risk. Although the booklet was created with girls in mind, it is for all children regardless of gender.

The booklet is currently downloadable on our website, but many households--especially those with lower incomes--do not have printers and the cost of paper and ink can be prohibitive. We are proposing to create printed booklets in English and Spanish to distribute along with colored pencils to underserved kids throughout Marin County via school meal and library pick-up locations.

Outreach to determine the interest of potential distribution locations was met with enthusiasm. One school district has pre-ordered 500 booklets, which we can provide once securing funding.

Each booklet and colored pencil set will cost approximately \$1.75 and we plan to use County funds to produce 5,000 for a total of \$8,750. We request \$1,000 for staff time for contacting distribution sites, managing orders and mileage for delivery.

The amount of funding will impact how many booklets are distributed in Marin.

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

COVID-19 has led many families to run out of things to do with their kids. School has started again, but kids suffer from Zoom fatigue as much as the rest of us. We created Healthy Activity Booklets to give kids something new and fun to do while so many of their regular activities are limited. In addition to the longer fire season likely continuing to impact air quality, the need for safe indoor activities will be exacerbated by the change in season with shorter days and cooler weather.

This project works toward Marin County's Healthy Communities goal. Many children's exercise opportunities are in schools and this booklet suggests ways to get moving at home. Also, while children are out of school, their mental health is likely to suffer; this booklet teaches them healthy ways to respond when they are stressed out. It also has a section on limiting chemicals where the strategies overlap with healthy behaviors during the pandemic: washing hands often and opening windows to circulate fresh air. Furthermore, teaching kids healthy behaviors when they are younger can contribute to lifelong health and wellness.

Over 4,500 Marin elementary school children receive reduced price or free school meals. With COVID-19 increasing food insecurity, even more children and families are receiving their food through schools, making pick-up sites important spaces to reach children most impacted by the pandemic. There is also a great need for Spanish-language materials. 16.3% of Marin residents identified as Hispanic in 2019, 18% as foreign-born, and 22.7% of households speak a language other than English. Marin has more than 30,000 Spanish speakers, with more than 5,000 between the ages of 5 and 17 years old. Non-native English speakers and people with lower incomes and/or education are more likely to have lower health literacy, thus it is especially important to provide health education to these populations.

This organization has never received Community Service funds.

No County funding was received for this project or others.

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF		\$9,750	\$0	<i>Printing booklets, colored pencils, distribution</i>
Federal Grant		\$0		
State Grant		\$0		
Individual Contributions		\$33,350	\$15,000	<i>Fundraising is ongoing</i>
Other Local Agencies			\$0	
In kind services		\$200	\$200	<i>Translation</i>
Other				
Total Sources		\$43,300	\$15,200	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$13,000	\$8,680	<i>Development, design, distribution</i>
Services and Supplies		\$30,300	\$831	<i>Ads, translation, printing, colored pencils, mail</i>
Capital				
Other				
Total Expenses		\$43,300	\$9,511	