

**ALL OF US, Inc. 501 (c) - 3
CARING HABIT OF THE MONTH ADVENTURE PROGRAM**

EXECUTIVE SUMMARY

(FIRST insert your background and language about the relationship of Caring Habits to your mission and goals.)

The Caring Habit of the Month Adventure is a research-proven and year-round behavior-changing plan to advance academic excellence, caring and mutual respect by turning caring actions into habits - one month at a time. Caring Habits is the first national model to connect the power of TV and multi-media principles with the promise of education and social change.

The parent organization, ALL of US, Inc., is a nonprofit, nonpartisan, nonsectarian coalition of schools, businesses, communities and nonprofit organizations called CHAPS - Caring Habit Affiliate Partners. Together, we celebrate and surround our children and youth with one aspect of successful living each month of the year. The unique strategy, to promote caring, is based on the SEARCH Institute's, 40 Developmental Assets 1997 research among 90,000 youth - identifying "the need to feel valued and cared about at home, in school and in the community," as the NUMBER ONE need of youth everywhere.

Caring Habits current outcomes demonstrate that fulfilling our children's need to feel cared for and valued, fosters increased youth resiliency, and resistance to the broad spectrum of negative behaviors - violence, bullying, drugs, teen sex, etc. (Click on Proven Results) Now serving nearly 12,000 youth, in Pennsylvania, Maryland, Indiana, and Norway, Caring Habit outcomes are systematically unifying and strengthening the daily social fabric of schools, homes and communities. The strategically designed and statistically proven, youth development behavior change model. It has improved academic performance in participating schools by reversing the "media-culture induced" violence and bullying behaviors.

The model engages the power of media technologies as an antidote for negative influences by surrounding and involving youth within an organized and sustainable system of monthly multi-media materials and colorful uplifting messages. Positive and caring behavioral health patterns are strengthened and attributes of good citizenship to become more habitual.

The goal of the award winning "Caring Habit of the Month Adventure" model is to systematically unify and strengthen the daily social fabric of schools, homes and communities. It also provides youth, particularly "at-risk" youth, with multi-faceted programs that nourish daily relationships at school, in "after" school programs, and in their families and neighborhoods. Negative behaviors brought into schools and homes are neutralized by creating a new, non-authoritarian, and positively persuasive culture that frees the student to learn, the teacher to teach, the parents to parent, and the learning process to flourish.

THE “CORE KNOW HOW,” driving the successful outcomes from the Caring Habit strategy, is adapted from business marketing textbooks. This is a classic case of technology/business expertise transferred from the for-profit environment to achieve social objectives. As a lifelong youth and gang volunteer, mother, and former corporate advertising professional, the founder, Elaine Parke, observed that reaching at-risk children and youth; one-to-one, in groups, or through counselors and mentors, just isn’t keeping up with the growing numbers who desperately need to be touched and inspired and guided toward healthy well-directed lives.

Mrs. Parke concluded that starting another “youth program” was not the answer. We have to work smarter to reach and inspire more positive behavior choices among youth than is currently being achieved. The Annenberg School of Communications has confirmed that advertising and media are most influencing our youth today, and particularly at-risk youth. The answer was to engage media strategies to build a monthly year-round behavior modification media model that would increase our capacity to reach and positively influence more youth, in a way that is more reliable, accountable, and sustainable, and less labor intensive.

The Caring Habit of the Month Adventure is divided into twelve monthly colorful, habit-forming units with one habit emphasized each month. Psychologists agree that it takes 21-30 days of repetition to make or break a habit. September’s call to action habit, DO YOUR BEST, is accentuated everyday in every class for the entire month with teachers reinforcing the message, DO YOUR BEST. March’s habit is RESOLVE CONFLICTS (see page _____ of the grant document for a complete list of the monthly habits).

The strategy influences students (the targeted audience), as well as faculties and families, and can also be extended into the community with storefront posters and service participation. Coordinated monthly media materials include posters, banners, morning announcements, student homework planners, bookmarks, pencils, leader idea books, inspiration booklets, and take-home family table tents and mirror clings. Schools participate in a 9-month Caring Habit model, while after-school sites use the materials year-round. Participating sites are split; 84% are self funded and 16% are grant-supported.

Beginning a three-year project in September 2002, and funded by the Governor’s Partnership for Safe Children, the University of Pittsburgh Graduate School of Public Health began objectively measuring and evaluating the Caring Habit of the Month Adventure student behavior and performance outcomes.

As a community model one national business, Kinko’s Inc., has partnered with Caring Habits. These businesses display the monthly materials and positive messages in their primarily customer outlets.

Currently twenty-seven elementary and middle schools and nine after-school programs have expressed willingness to utilize the model in their facilities. An additional thirteen after school programs will begin implementation in fall, 03.

(STANDARD GRANT FORMAT – GRANTMAKERS OF WESTERN PENNSYLVANIA)

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A. NARRATIVE

I. ORGANIZATION INFORMATION

Mission and History

(Begin with the history and mission and demographic information about you – then select from the information we have written about us in order to create a cohesive document)

MISSION STATEMENT

To measurably increase resistance to violence, improve citizenship, and support educational excellence among youth with a sustainable monthly system of multi-faceted media/curriculum that builds a climate of caring and nourishes daily relationships between peers and staff at school, in families and throughout the community.

ALL of US, Inc. was incorporated as a 501 (C)- 3 in 1992, following a successful pilot program in Somerset County, PA, under the direction and vision of its founder, Elaine Parke. Sponsored by Highmark Blue Cross Blue Shield, in 1998, The goal was to implement a school model at Aliquippa Middle School in Aliquippa, PA. Since completion of the pilot initiative, Caring Habits has now serves 27 schools, 9 after-school programs and nearly 11,000 students.

The process began in 1992 with the first pilot, which was tested in Somerset County as a unifying community revitalization model. Through a team consisting of the Superintendent of Schools, Somerset Mayor, Chamber of Commerce, school staff and students, community leaders, a local radio station and other businesses, \$25,000 was raised for the creation of brochures for teachers, posters, flyers, billboards, bookmarks and community radio spots. Within just a short period of time, the community-wide media campaign reached 54% of a population of 30,000 persons. Of those persons targeted, 72% reported an increased feeling of community cohesiveness. Other factors seen as a result of the positive marketing plan included

a 10% decline in court dockets in the county, with a \$150,000 cost savings as compared to the neighboring county of Cambria.

In 1996, Mrs. Parke brought the program into Allegheny County. Once established, the program caught the attention and respect of KDKA-TV 2 and became a part of the Caring Habits reminders in their FOR KIDS' SAKE campaign. This association brought the program valuable free promotion of the Caring Habits messages to more than one million households.

In May 1998, Highmark Blue Cross Blue Shield funded the Caring Habit of the Month Adventure at Aliquippa Middle School for two years - between September 1998 and May 2000. "Mission Impossible" is the name then Principal Dr. Melvin Steals gave to the task of transforming a violent, low-achieving Aliquippa Middle School into a non-violent high-performing school. In a culture that was exceedingly tense, Dr Steals commented, "*Violence would erupt spontaneously. Children arrived at school fighting as they came off the buses and rolled into school for breakfast fighting.*" Between 1995 and 1998, school suspensions for violent behavior increased by 93% (from 352 to 676). By March 1999, Aliquippa was named one of eight districts on the Governor's Distressed Watch List.

Aaron Walton, Highmark's Sr. VP for Community Affairs, recognized the strong influence of media on youth, and believed that a media strategy that established a predictable pattern of positive reinforcement to encourage healthy youth behavior could be proven effective. He was interested in testing the potential of a unique new model, *The Caring Habit of the Month Adventure*, which is based on social marketing and media-principles. If it proved successful in Aliquippa, there was a high likelihood that it would transfer to other schools with equal or more successful outcomes.

A seven member Teacher TEAM was immediately recruited at Aliquippa Middle School to guide the implementation of the Caring Habit of the Month program within the school. Elaine Parke, the program developer, worked together with the staff and students to develop the curriculum and other reinforcing message materials.

Within nine months the Aliquippa Middle School pilot results demonstrated a reduction in the need for hall monitors; doubled the number of students turning in homework, decreased suspensions by 25%; increased academic performance by 18%; and drug and alcohol problems within the school were no longer apparent. These results earned the program the Pennsylvania Governor's Violence Free Youth Award in May 2000.

Since that time, the program now known as the *Caring Habit of the Month Adventure* has taken off, growing in masterful stages. During the summer of 2000, the outreach grew 1,000% from one school to 10 schools, which served more than 5,000 students. The program again earned the Pennsylvania Governor's Violence Free Youth Award in May 2001 for its expanded results in nine additional schools.

By the spring of 2003, the program outreach grew to 27 currently participating schools and nine after-school programs.

Project Description

Understanding How the Caring Habit Strategic Model Works

(You will want to re-write some of this information to reflect how Caring Habits is planned to look as it functions within your organization.)

The Caring Habit of the Month Adventure is a monthly, year-round multi-media SYSTEM to increase the effectiveness of public schooling on a large scale. **It represents a new paradigm in education because the model applies technologies from business marketing textbooks to inspire behavior improvements among students to enhance and strengthen the behavior-changing capabilities of instructional strategies from educational textbooks.**

The goal of the "Caring Habit of the Month Adventure" model is to systematically unify and strengthen the daily academic climates of schools and other programs serving youth, and also the social fabric of our homes and neighborhoods. While no one program, method or strategy for school reform and civic improvement will ever be a panacea, the Caring Habit technology has a high likelihood of achieving significant broad-based improvements that will strengthen as more and more community partners are drawn into play. Currently, Caring Habits serves nearly 11,000 students in 27 schools and 9 after school programs.

Caring Habits is NOT meant to replace other worthy programs and academic initiatives, but rather to improve the climate in which they are all trying to succeed by creating a non-threatening monthly format for better coordinating our communications with youth.

Today, the media is influencing youth as much or more than parents and teachers. Youth spend three minutes per day in dialogue with parents and three hours with various forms of media. According to Annenberg School research media and peers have now become the primary influencers of youth.

Our youth are accustomed to being influenced by the messaging they see and experience all around them. We all experienced on 9/11, the fact that with a single image and message, media can change the attitudes and behaviors of an entire nation in one hour.

Such an organized "laser-focus" of technologies and messaging must be accomplished if we are ever to intentionally create positive change on behalf of our youth on a broad level. This is a serious consideration, because a broad sphere of influence carries with it a large responsibility. Imagine the fact that we as taxpayers have recently spent nearly a billion dollars on youth anti-drug ads which reportedly, has made the problem worse.

The negative influences on youth are overwhelming them, and yet our positive efforts, while well-meaning and admirable, at best, are fragmented and confusing. Just walk through any public school and look at the walls and classrooms. You'll notice hundreds of well-meaning but inconsistent and conflicting behavioral messages displayed there. successful advertisers know it

takes 6-8 successive imprints of one single message to embed in long term memory. This is the basis of a “media blitz” - one of the marketing strategies used by Caring Habits.

The Caring Habit of the Month Adventure uplifts and changes student behaviors with a consistent repetitive habit-forming monthly strategy that, like advertising, produces many consecutive repeats of the same message for a month. One month, according to psychologists, is long enough to change behavior and form a habit. This strategic organized system of positive media creates an anecdotal counterbalance to negative media. It has demonstrated a measurable capacity to improve student behaviors and academics. The University of Pittsburgh Graduate School of Public Health is now engaged in a rigorous objective evaluation of the model being implemented in high-risk population middle schools in the City of Pittsburgh.

During the Caring Habit year, students and faculty work together to learn one action-packed caring habit each month. All month long, the same habit is repeated and reinforced within the classroom and around the school. Each month has its own attractive color code as a clue to help students remember and practice the caring habit each day. Monthly school-wide banners, posters, and morning announcements surround students with academic advancement reminders.

Caring Habits homework planners, bookmarks, pencils, take home items and classroom activities encourage students to...

- Do their best academically.
- Improve citizenship and work force social skills.
- Reduce violence by improving relationships

The goal is to develop each month as a “Brand Name” for one aspect of successful behavior and to convert each month into one 30-day period to consistently reinforce one theme. Students form habits out of these themes and practice them more often. Together we are building a Caring atmosphere for young people in classrooms where students can learn, teachers can teach and the goals of public education are better served.

There are twelve (12) Caring Habits, one for each month of the year. There are also twelve unique caring colors, that help students remember each habit. Caring Habit of the Month Adventure curriculum, media and materials are already developed and available for middle school, after school and special groups for the nine (school year) months; September through May.

MONTH	COLOR	HABIT	HEALTH FOCUS
September	Award Gold	DO YOUR BEST	Nutrition
October	Slow-Down Lavender	BE PATIENT & LISTEN	Safety/Sex Education
November	Sunny Yellow	SHOW A POSITIVE ATTITUDE	Stress Reduction
December	Ever-green	CELEBRATE COMMUNITY, FAMILY FRIENDS	Parenting Healthy Relations
January	Gentle Aqua	LEND A HAND	Volunteering
February	WOW! Fuchsia	YOU COUNT	Be Drug-Free
March	Peaceful White	RESOLVE CONFLICTS	Anger Management

April	Spring Green	TAKE CARE OF OUR ENVIRONMENT	Be Smoke-Free
May	Grateful Pink	BE APPRECIATIVE	Exercise
June	Jolt Orange	JUMP OUT OF A RUT	Improve Your Health
July	Patriot Red	BECOME INVOLVED	Community Service
August	Thoughtful Blue	KNOW WHO YOU ARE	Health Education

Five-year plans include development of Caring Habit programming support materials for pre-school through high school. Summer materials are now in development for summer-take-homes and camps. The language and sophistication of the thematic materials will change as grade level increases. Some of the marketing textbook techniques used in the Caring Habit project are:

1. "CALL TO ACTION" MESSAGES
2. ONE MESSAGE PER MONTH - (A habit-forming period (21 to 30 days)
3. "SOUND / SIGHT BYTES" - (Concepts Kept Short and Simple)
4. "BRANDING" - (Turns months into "brand names" for behaviors)
5. "COLOR" CUES
6. MULTIPLIED REPETITION & REINFORCEMENT - (6 - 8 imprints to remember)
7. REINFORCED REPLICATION
8. TIME-BASED - A MONTHLY OFFER
9. PREDICTABILITY
10. COMMON MESSAGE AWARENESS among the entire target population
11. CONSISTENT CONTINUITY PERSISTS -- Year After Year

The Caring Habit implementation begins with a half-day Teacher/Leader training in August. Then in September, with the Caring Habit, "Do Your Best," the first day of each month becomes "Caring Habit Day" when each student receives a Caring Habit Homework Planner, bookmark, pencil, and a "home involvement" item such as a dinner-table tent or refrigerator / mirror cling.

On "Caring Habit Day" this year, members of the Pittsburgh Rotary Club have gone into Arsenal Middle School, Schiller Academy, and Prospect Middle School classrooms to share personal "Caring Habit" stories with students. On June 24, 2002, Caring Habits was presented at the Rotary International Conference in Barcelona, Spain, as a model youth project for Rotarians around the globe, to consider bringing to their own communities. Rotary District 7300 has formally adopted Caring Habits as their youth development model of choice and is encouraging other Rotary Districts to support this community model.

During the school months, teachers create projects and initiate vocabulary and reading activities from each Caring Habit 100-page lesson plan idea book with activities, vocabulary words, quotes, poems, reading book lists, health tips, and reproducible hand-outs. Most schools have a Caring Habit Student TEAM that organizes assemblies and helps create and hang Caring Habit posters and the large school banner. The homework planner with a place for daily parent signatures, and the "take home" bathroom mirror clings and dinner table tents, link parents together to support the Caring Habit themes.

During Year One of a school's involvement in the Caring Habit Adventure, many school-based materials are gradually created by teachers and students to augment the influence of the intense level of multi-media printed materials provided by us. In Year Two, schools do not need to again, purchase the teacher idea books or hallway posters because they are encouraged to keep them from year to year. Participating schools will have access to a download key on the website to get inter-school news, new updates of materials and new shared ideas. It is projected that by Year Three or Four, most schools will need only to purchase the Homework Planners to indefinitely sustain the continued positive behavior changing benefits of Caring Habits.

A goal of Caring Habits is to expand outward from the schools into homes and neighborhoods where everyone is encouraged, all together in unison, to focus on each month's habit-building messages. When all of the students, households, and community residents are exposed to the same message at the same time, the positive behavior-changing influence of Caring Habits will skyrocket and the impressive data collected thus far will pale by comparison. Everyone then, will be trying out the same idea at the same time, and those who initially are somewhat hesitant, will begin to go along

Project Goals:

(We have included one of our goals as an example. Your funder will want the goals to be represented in terms of the needs and objectives of your environment)

GOAL ONE

The primary goal is to measurably help youth achieve improved social health and "well-being" in their lives with a year-round multi-media SYSTEM to increase the effectiveness of public schooling on a large scale. Through objective research and evaluation, in partnership with the University of Pittsburgh Graduate School of Public Health, we expect to strengthen our proof that the Caring Habit of the Month marketing principled strategy:

- (1) Contributes significantly to the reduction of bullying and youth violence by improving resistance to negative behaviors.
- (2) Develops strengthened character and the desire to "know" and "do" good,
- (3) Improves reading and academic performance in schools.
- (4) Increases youth's sense of belonging and connectedness with focuses on consistent monthly themes and activities.
- (5) Helps parents communicate more effectively with their children in order to reduce the number of conflicts and abuse.
- (6) Unifies students, teachers, parents and community members by involving everyone in the project implementation.

(7) Develops healthy social behaviors that enhance youth work force preparation.

(8) Increasing the incidents of parent, teacher, and community caring toward students so that students can become the best they can be.

Current Programs And Accomplishments

(You may want to include some of the outstanding accomplishments of your organization that may be enhanced by Caring Habits and which you are already successful providing for your youth and/or students. Then, select from the information we have provided according to how it best makes your case)

The Caring Habit Adventure's impressive results in some of the most difficult and problem-plagued schools in the state of Pennsylvania, Aliquippa and Arsenal Middle Schools, have earned Caring Habits the Pennsylvania State Health Department's Governor's Violence FREE Youth Award for 2000 and 2001. The program also received the HUD 2000 (US Department of Housing and Urban Development) Best Practices Award, a Peter F. Drucker Nomination for Innovation in Non-Profit Management, and The London Institute for Social Inventions Award.

The Caring Habit award-winning outcomes at Aliquippa and at subsequent sites are very exciting. From the pre-and post data collection process and Caring Habit surveys, participating schools have reported: (1998-2003) – 11,000 students, 27 schools, 9 after school sites

- School Honor Rolls increased an average of **18.5%**
- School detentions and suspensions decreased an average of **22.5%**
- Improved state standardized test scores in reporting schools
- **85%** reported more caring respectful behaviors
- **62.8%** worked harder in school
- **51%** completed homework more often
- **54.6%** have learned to set positive goals and to achieve them.
- **46%** have done something beneficial at home
- **61%** have done something nice for someone.

The Rotary Club of Pittsburgh co-supports the Arsenal Middle School project with support funding from the Hillman Foundation and Prospect Middle School. Rotary Club members are regularly involved in mentoring and other school activities for the program.

It is planned for future years, to encourage most participating schools to submit their own grant requests and become self-funded Caring Habit participants. Reductions in the per-school costs that are expected to come with higher school and student enrollments will facilitate the

transition to self-funding. This program qualifies for State and Federal funds for safe schools, character education, and drug and alcohol prevention.

2. PURPOSE OF GRANT

Describe the Program Needs Addressed

(This section would describe the specific needs of your own school and how the Caring Habit of the Month Adventure program would help solve the problems and support the needs of your school)

Project Goals And Objectives, Time-frames

(This section would list the goals and objectives you expect to achieve.)

3. EVALUATION

(Again, you may want to modify this section to include evaluation models already in place or planned.)

To justify the funding of the Caring Habit of the Month Adventure, clear objectives and a comprehensive Evaluation Plan were designed up-front, and have been consistently implemented throughout the project. In partnership with the University of Pittsburgh School of Public Health, we expect these mechanisms to be improved in the next phase of development.

The measurement plan includes:

1. Tracking of pre-program and post first year school behavioral and academic statistics
2. A "Teacher Satisfaction Survey" conducted in February
3. A Principal Satisfaction Personal Interview conducted in March
4. A "Student Satisfaction Survey" conducted in April

The statistics reported in the Organization Information section of this grant proposal, are the results of these evaluation tools which have been in place since the beginning of the pilot program in 1998.

ANGER-RELATED STATISTICAL OBJECTIVES

- To reduce the incidence of fighting in school
- To reverse the influence of "street culture" attitudes in the school
- To reduce detentions and suspensions
- To reduce the incidence of alcohol, drugs, and weapons at school
- To reduce or eliminate the need for hallway school guards

- To decrease the incidence of school and community vandalism

WELL-BEING RELATED PROGRAM OBJECTIVES

- To improve academic performance
- To develop the practice of daily caring habits
- To improve social skills
- To increase parental involvement in school programs
- To increase attendance at school
- To increase the incidence of teacher “caring” in school and outside of the classroom
- To teach courtesy, caring and mutual respect regardless of differences
- To reduce tension in school
- To improve self-esteem
- To introduce non-violent conflict resolution skills
- To help students learn to make better decisions
- To increase community involvement in the schools

UNIVERSITY OF PITTSBURGH GRADUATE SCHOOL OF PUBLIC HEALTH EVALUATION PLAN

Year one of the University evaluation determined the uniqueness of the Caring Habits model compared to other so-called “character education” programs. The uniqueness lies in the Model’s ability to reach youth on a daily basis throughout the year and achieve increased positive impact over an extended period of time. A descriptive case-control study design is being utilized. In the first year, the case included one school, Prospect Middle School, where the program was implemented for the first time, and one control school, Knoxville Middle School, of comparable size and socioeconomic status.

Will implementation of the CHAP Program be associated with an increase in the student’s sense of well-being and positive social interaction with peers and school personnel? Will this program decrease student anger and violent behaviors in the school setting?

Data is being collected, through standardized questionnaires, in September prior to the initiation of the program and again in May of the same year. It will also be repeated on the same groups of students at the beginning of the subsequent school year in order to minimize the possibility of a “halo” effect and to address the issue of the need for ongoing reinforcement in the community and family. Students are being administered written questionnaires to assess anger (Spielberger Anger Scale) and sense of well-being (Search Institute Developmental Asset Profile). A second component of the evaluation process is the collection of data to demonstrate specific behavioral outcomes as documented by the following:

1. Percentage of homework completed
2. School attendance
3. Number of suspensions/detentions for aggressive incidents
4. Incidence of vandalism
5. Visits to the nurse’s office for injuries sustained in confrontations

6. Results of standardized achievement test scores
7. Teacher observations in the classroom of specific student behaviors such as bullying, scape-goating, and clique formation
8. Increased number of students on the Honor Roll