

Agency: Commerce, Community and Economic Development**Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Alaska Parent and Teacher Association****Federal Tax ID: 23-7302803****Project Title:****Project Type: Other**

Alaska Parent and Teacher Association - Parental Involvement in Obesity Prevention

State Funding Requested: \$125,000**House District: Statewide (1-40)**

Future Funding May Be Requested

Brief Project Description:

Alaska PTA's health and wellness parental engagement for childhood obesity prevention.

Funding Plan:

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|-------------------------------|--------------------|
| Total Project Cost: | \$125,000 |
| Funding Already Secured: | (\$0) |
| FY2012 State Funding Request: | <u>(\$125,000)</u> |
| Project Deficit: | \$0 |

Detailed Project Description and Justification:

Obesity prevention is essential for the health and well-being of Alaskan children. Obesity related illness currently costs Alaskans around \$477 million a year. Prevention of obesity during childhood significantly reduces the chances of adult obesity and the related medical costs.

To help Alaskan families deal with the widespread problem of the obesity epidemic, Alaska PTA will engage in community-based coalitions to come up with local solutions where health and wellness is most at risk. Goals will be four-fold:

- 1) Increase the percentage of Alaskan families in the most at-risk areas to make healthy food choices;
- 2) Increase the percentage of Alaskan families who are physically active in the most at-risk areas;
- 3) Provide culturally relevant obesity prevention education to families in the most at-risk areas; and
- 4) Provide grant opportunities to communities to customize their programs.

These efforts will be coordinated by the Alaska PTA Health and Wellness committee, local parents and the community at-large.

The expected cost breakdown is \$10,000 for travel to "train the trainers", \$5,000 for workshop and resource materials, \$10,000 for the "Parents as Leaders" Health and Wellness Summit, \$10,000 for a guest speaker at the summit, and \$90,000 in grants to communities for local health and wellness programs.

Project Timeline:

Project should be completed and funds expended by April 2012.

Entity Responsible for the Ongoing Operation and Maintenance of this Project:

Alaska PTA

Grant Recipient Contact Information:

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| Name: | Alaska Congress of Parents and Teachers |
| Title: | NA |
| Address: | 555 West Northern Lights, Suite 204 Anchorage, Alaska 99503 |
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Has this project been through a public review process at the local level and is it a community priority? Yes No