Diggin' Shoreline
Environmental Mini-Grant #9435

Project Title:
Diggin' Shoreline Environmental Movie Day, entitled ***Gardening for Health and Well-Being***

Deliverables
A series of environmental presentations on *Gardening for Health and Well-Being*, including a feature speaker, and selected TED talks and short videos demonstrating the physical and mental health benefits of gardening, including interactive displays and exhibits, and children's projects.

Recap of Event: Diggin' Shoreline created a special environmental event highlighting the many challenges to healthy living in an ever-growing urban environment, and the many ways gardening and growing in community contributes to physical, mental and emotional health.

The event was held at Shoreline City Hall from 1:00 to 4:30 PM. Attendees were greeted by Diggin' Shoreline volunteers and were encouraged to engage with the exhibitors set up in the lobby of City Hall. The exhibits were open and ongoing throughout the event, so that people had the option of arriving before or after the featured speaker and have ample time to interact with the exhibitors and children's activities. Guests enjoyed the free freshly popped organic popcorn and organic apple cider. A tableful of delectable snacks for volunteers was also provided.

Featured Speaker: Zsofia Pasztor, founder and executive director of Farmer Frog in Snohomish County, spoke from 2:00 PM to 2:45 PM. She also remained for a long Q&A period. Zsofia is an immigrant, and award-winning landscape designer, permaculturist, horticulturist, and arborist who also teaches restoration horticulture, urban agriculture, and low impact development at Edmonds Community College. Through her life work she has observed that when people grow food

together, we improve our sense of community as well as our health. She's passionate about the future of our children who may face preventable, lifestyle-and diet-related diseases.

TED Talks and Video Clips:

Elders in the Garden https://youtu.be/oFOz_b950yQ (13:20)

The Perennial Plate, Episode 22: A Very Community Garden (7:12)
https://vimeo.com/14088711

Prescribing Nature For Health | Nooshin Razani | Tedxnashville (17:47)
https://youtu.be/0uk0QriYYws

Making Spaces Of Awe And Restoration | Florence Williams | Tedxnavesink (11:29)
https://youtu.be/0uk0QriYYws

A Guerilla Gardener in South Central LA, Ron Finley (10:45)
https://youtu.be/0uk0QriYYws

Could Mediation and Gardening Break the Cycle of Prison of Recidivism? (6:51)
https://youtu.be/qkaDxV4Eg9w

Power of Trees (5:33)
https://www.washingtonnature.org/power-of-trees-video

Exhibitors: Midvale Community Garden is a future garden being planned for the Echo Lake Neighborhood on a piece of unused City Light property. Derek Creisler created a slide show and gave a small talk about the garden prior to our featured speaker. Midvale also hosted a table and shared information. **The Green Shoreline Partnership** (formerly WNPS stewards) staffed a table and encouraged folks to come out and get involved in local restoration work at Brugger's Bog and Twin Ponds. **The Garden Hotline**, a community outreach arm of Tilth Alliance, hosted an information table. Volunteers from **Shoreline Walks**, the City's walking program, were unable to attend, but City staff provided handouts to distribute.

Diggin' Shoreline Interactive Exhibits: Integral to the afternoon's experience were the interactive activities and exhibits prepared by our organization, including:

- **Sprouting Kits:** Each household in attendance were offered a sprouting kit, complete with certified organic seed mixes, a mason jar with screen lid, and a handout developed by Diggin' entitled *Sprouts 101*. John Ruby demonstrated to how he grows sprouts safely at home on a weekly basis to add nutrition to his family's diet. This activity was reprised from our 2018 movie event, as it was quite popular, and we had stock left over.
- **Sensory Garden Interactive Display:** Contact with the natural environment is even more important when one is confined due to physical, mental or emotional challenges. It is widely known that physically touching and inhaling the aromas of various plants stimulates the senses, especially of those who may be visually impaired. Diggin' created a portable sensory garden atop a polypropylene cart, that can be wheeled into schools, preschools, skilled nursing facilities, adult family homes, etc. Studies show that sensory garden exposure (outdoors or indoors) stimulates recall even in patients suffering from profound dementia, who have seemingly lost all ability to remember.
- **Non-Toxic Indoor Plants:** For many living in apartments or spending hours in a sterile office environment, indoor nature is important. Indoor houseplants help improve indoor air quality. Fear of "poisonous plants" is very real for folks with small children and pets. Diggin' brought a selection of more than 100 non-toxic houseplants and gave them away

free of charge to all households who wanted to try growing an indoor plant. Diggin' created a *Non-Toxic House Plants* handout for use when adding other plants to the home environment.

- **Winter Nature Journals:** Children assembled their own winter nature journals, decorated the covers, and bound them. The purpose was to encourage kids to spend time outdoors observing nature in winter, collecting leaves, looking for seed pods, watching for wildlife, observing bugs and where they overwinter, recording weather, etc.
- **Seed Packets**: Children created their own seed packets from a folded template. They drew pictures of either Marigolds or Rudbeckia, copied the planting directions for the back of their packets, and separated seeds from their pods to seal inside.
- **Nature Hangings**: Children and adults created wall art from collections of sticks, twigs, raffia, cones, mosses, dried seed pods, etc. A few made elaborate mobiles!
- **Face Painting**: Focused on nature images of favorite vegetables, flowers, bugs and butterflies.
- **Slide Show:** The face painting table was placed under the Lobby monitor, so that it was convenient for parents and children to watch a slide show created by Diggin' Shoreline. The slides highlighted proven statistics on how gardening and experiencing nature improve quality of life, including the areas of attention deficit, eldercare, dementia, various mental health disorders, clinical depression, grief and loss, at-risk youth, and prisons.

Future Benefits from Event

The slide show for this event will be added to our lending library. The handouts will be added to our growing collection of handouts provided at every community event. 35 of the nature journals have already been made by children at the annual Highland Terrace Elementary Science Fair held on November 22. The sensory garden on wheels will be made available to local schools / organizations who may wish to borrow it.

Number of Attendees and Other Collected Data

The audience was estimated at 40-50. The attendance was disappointing given the increased effort to find new avenues of advertising. We were able to collect a number of email addresses of folks interested in following us. Several people expressed interest in the new Midvale Community Garden.

Media Produced for the Event by Diggin' Shoreline

- Press release and accompanying JPG poster for emailing and online publication
- Publicity Posters (8.5x11")
- Handouts created by Diggin' for this event: *Sensory Garden Plants, Non-Toxic Houseplants*
- Lobby Schedule

Digital Photos of the Event

As of this writing we are unable to provide photos of the event. Our volunteer photographer took many throughout the afternoon, but has run into trouble uploading them to his computer from his digital camera. We are hoping he will still be able to retrieve them, and will forward the images as soon as we are able.

Recommendations of Improvements for Future Projects

Among the lessons learned from this year's event:

- Attendance declined this year despite efforts to publicize widely. We expanded our online outreach to a number of local public calendars of community events.
- Posters were hung on public bulletin boards around the City.
- We used *Vertical Response,* to email to our large number of email followers. This was an improvement over our old method of contacting through Google.
- In our post-event debrief we questioned the choice of date. This annual event was heretofore held on the first Saturday of the month, but at the City's request, we were asked to push it to Nov. 9. When we accepted the change, we didn't realize that it would fall on a 3-day weekend which may have contributed to the decreased attendance.
- The Saturday time slot and a daytime "open-house"-style event still work well.
- Also historically, our most popular environmental movie event was *Fern Gully*, an environmental movie geared toward children that had broader appeal. We may consider a similar approach next year.
- We missed the deadline for Shoreline Currents (late August) for our November event, which is something we hope to make next year. We did not have details in place before the deadline.
- We could have benefited from A-Boards on the major intersections near the event, and especially outside City Hall. It was our consensus that this has been our most effective form of advertising for other events.

Budget vs. Actual

EXPENSE	VENDOR	BUDGETED	ACTUAL
SPEAKER FEE(S)		$400.00	
Speaker	**Farmer Frog**		**$300.00**
DISPLAY / PRINTING/ LAMINATING		$100.00	
MATERIALS FOR ACTIVITIES		100.00	
Kid's Craft Supplies	**Joann Fabrics**		**$14.08**
Kids' Craft Supplies	**Dollar Tree**		**$11.01**
Kid's Activity – Nature Journal Pages	**Office Depot**		**$276.09**
Cart for Sensory Garden Display	**Harbor Freight**		**$110.39**
COLOR ADVERTISING COPIES		$100.00	
Poster Color Copies	**FedEx**		**$76,59**
REFRESHMENTS/BEVERAGES/		$100.22	
Guest Refreshment Supplies	**Central Market**		**$40.76**
Guest Refreshment Supplies	**QFC**		**$44.95**
POPCORN MACHINE RENTAL		$90.00	
Popcorn Machine Rental	**Aurora Rents**		**$80.01**
ESTIMATED SALES TAX		90.78	*
TOTAL COST			**$953.88**

** Sales tax included in receipt totals*

Project Match Data

(See EXHIBIT C – VOLUNTEER PARTICIPATION LOG following)

EXHIBIT C
VOLUNTEER PARTICIPATION LOG

Environmental Services
City of Shoreline
17500 Midvale Avenue North
Shoreline, WA 98133-4905

Environmental Mini-Grant Program

Mini-Grant Recipient: Diggin' Shoreline (a 501©3 organization)
Grant Project Coordinator Name: Londa Jacques
Phone: 206-437-9118
E-Mail: lpjacques11@gmail.com
Mini-Grant Project: Environmental Mini-Grant #9435
Gardening for Health and Well-Being

PLEASE LIST THE VOLUNTEERS WHO HAVE WORKED ON THIS PROJECT TO DATE:

Volunteer Name	Work Performed	Hours Worked	Date of Work
Londa Jacques	Write mini-grant idea letter	0.5	6/11
Londa Jacques	Write Mini-Grant Application	3.0	7/2 - 7/5
Londa Jacques John Ruby Zeth Peterka Derek Creisler Maryn Wynne	Planning Discussions	4.0	June, Sept, Oct, Nov Meetings
Londa Jacques	Weekly planning session: Ted Talk & video clip research; exhibitor contacts	8.0	Oct, Nov Meetings
Maryn Wynne	Weekly planning session: Ted Talk & video clip research, exhibitor contacts	8.0	Oct, Nov Meetings
Maryn Wynne	Research & contact potential speakers	8.0	Sept – Oct
Maryn Wynne	Acquire permissions for TED talks & short films	32.0	Sept – Nov
Londa Jacques	Educational component research for slide show, non-toxic & sensory plants; handout development	30.0	Sept – Nov
Londa Jacques	Graphic Design - poster layout & 2 revisions to add/drop featured participants	9.0	Sept-Oct 7
Londa Jacques	Write & revise press releases	3.0	
Londa Jacques	Copy & assemble posters for public places	1.5	10/21
Zeth Peterka	Distribute posters	1.0	10/22-11/1

John Ruby	Distribute posters	1.0	10/22-11/1
Tom Jacques	Distribute posters	1.0	10/22-11/1
Londa Jacques Maryn Wynne	Send poster & press release to SAN, & other online publications & calendars	1.0	10/9-11/4
Londa Jacques	Transfer database to Vertical Response, email poster & press release to mailing list	9.0	9/1-11/4
Zeth Peterka	Post event on Facebook, Instagram & monitor	1.0	10/22
Londa Jacques	Kids crafts / table display development	18.0	10/1 - 11/8
Tom / Londa Jacques	Purchase display supplies	3.0	10/6 - 11/8
Londa Jacques	Phone calls, emails to procure exhibitors	2.0	7/15 - 10/15
Londa Jacques	Site Layout & Staging map	2.0	10/31
Londa Jacques	Meet with City Staff to test movie/slideshow	1.0	11/5
Tom Jacques	Purchase refreshment supplies	2.0	11/8
Suzan Gallup	Shop for, prep volunteer refreshment supplies, set up & break down volunteer food	4.0	11/8 - 11/9
John Ruby	Acquire plants for sensory plant display	2.0	11/8
John Ruby	Rent popcorn machine	1.0	11/8
Tom Jacques	Pack, load & transport supplies to & from	2.0	11/9
John Ruby	Load & transport supplies to & from	2.0	11/9
Maryn Wynn	Set-Up	1.5	11/9
Zeth Peterka	Set-up / photography / break-down	5.0	11/9
Londa Jacques	Set-up / host / break-down	5.0	11/9
Tom Jacques	Set-up / host / break-down	5.0	11/9
John Ruby	Set-up / host /break-down	5.0	11/9
Derek Creisler	Set-up / host / break-down	1.0	11/9
Christy Piscitelli	Kids Crafts	3.5	11/9
Judy Griesel	Kid's Crafts	1.5	11.9
Maryn Wynne	Information table / speaker introductions	3.5	11/9
Tom Jacques	Serve popcorn & cider refreshments	5.0	11/9
Aubrye Jacques	Set Face Painting / Breakdown	4.0	11/9
John Ruby	Return popcorn machine	1.0	11/9
Marla Tullio	Staff Green Shoreline Project table	4.0	11/9
Derek Creisler	Staff Midvale Garden & House Plant tables	4.0	11/9
Londa Jacques	Finalize / submit report expenses & receipts	5.0	11/9 – 12/3
Londa Jacques	Finalize / submit mini-grant report	8.0	12/3-12/17
	TOTAL VOLUNTEER HOURS	**222.00**	