

William Melick

Program Planning, Implementation, and Evaluation

4/20/2025

Project Part #4: Implementation

Section #1: Implementation Plan

Promoting Physical Activity for Somali Americans in Columbus Implementation Plan		
Lead Agency: Active Living, Franklin County Public Health (FCPH)		
Lead Person: Natalie Martin, CHES Active Living Coordinator at FCPH		
Implementation Partners	Expertise	
Agency: Agency: Columbus and Franklin County Metro Parks Contact person: Tim Moloney, Executive Director of Columbus and Franklin County Metro Parks	Strategy Development Message Development Community Outreach Logistics	
Agency: Ohio State University Wexner Medical Center, Healthy Community Center Contact person: Javonte McDonald, MBA Director of the Healthy Community Center	Data Collection Data Analysis Materials Development Reporting/Metrics	
Agency: The Columbus Foundation Contact person: Douglas F. Krinder, MFA President and CEO	Marketing Communications Grants Management Evaluation	
Activity	Responsible Partner	Timeline
Activity #1: Design a comprehensive fitness plan to be used in a group setting (Social Support Activities intervention strategy)	Franklin County Public Health	January 1st – February 28th, 2026
Preliminary Steps/Linked Activities		
Assess current levels of physical activity among Somali Americans in the Columbus metro area	Columbus Foundation, Healthy Community Center	January 1 st -January 30 th , 2026

Determine which exercises to implement into group fitness plan	Healthy Community Center, Columbus and Franklin County Metroparks	February 1 st -February 5 th , 2026
Plan out logistics surrounding dates in which classes will be held and the venue where classes are held at	Columbus and Franklin County Metroparks, Columbus Foundation	February 7 th -February 28 th , 2026
Activity #2: Conduct focus groups with members of intended audience to enhance cultural competency of fitness programming	Healthy Community Center, Franklin County Public Health, Columbus and Franklin County Metroparks	April 1 st -April 30 th , 2026
Preliminary steps/linked activities		
Identify potential focus group members in the Columbus area	Franklin County Public Health, Healthy Community Center	March 1 st -March 15 th , 2026
Locate and secure a local site to hold focus groups	Franklin County Public Health	March 1 st -March 15 th , 2026
Coordinate with the city to get bus vouchers/tickets to make attending focus groups more accessible	Franklin County Public Health, Columbus and Franklin County Metroparks	March 15 th -March 23 rd , 2026
Send out invites to potential focus group members	Franklin County Public Health	March 23 rd -March 30 th , 2026
Activity #3: Market the fitness class, emphasizing its focus on positive group dynamics	All partners	April 1 st -April 31 st , 2026
Create posters/fliers advertising the fitness program that emphasize the program's focus on upholding Somali cultural values such as community wellness and community togetherness	All partners	April 1 st -April 20 th , 2026
Create a website advertising the fitness program	Franklin County Public Health	April 1 st -April 20 th , 2026
Pay for social media advertising of the product, again emphasizing the program's focus on promoting the health of the group (in accordance with traditional Somali values)	Franklin County Public Health	April 1 st -April 20 th , 2026
Distribute paper advertisement materials in local mosques, grocery stores, and community centers	Franklin County Public Health	April 20 th -April 31 st , 2026

Section #2: Budget

Category	Item	Subtotal	Total
Direct Costs			
Salary/Benefits	Part-time group fitness instructor (15 hours/week)	\$20,000	\$55,000
	Part-time wellness director (20 hours/week)	\$35,000	
Equipment	Yoga mats	\$300	\$11,300
	Dumbbells	\$1,000	
	Treadmills	\$1,000	
Travel	Bus passes and tickets	\$1,000	\$2,000
Incentives	Gym membership	\$1,500	\$2,250
	Gift cards	\$750	
Marketing	Posters and fliers	\$300	\$650
	Website	\$200	
	Advertising on social media	\$150	
Total Expenses:		\$71,200	
Income			
Grants	Columbus Foundation Focus Fund grants	\$50,000	\$50,000
Sponsorships	Somali Community Association of Ohio Sponsorship	\$5,000	\$5,000
Gifts	Various monetary donations from different families/individuals	\$2,500	\$2,500
Total Income		\$57,500	
Total Program Cost		\$13,700	