

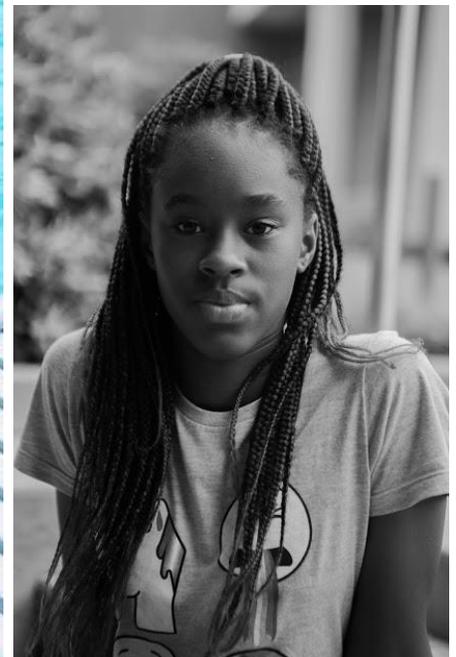


HEALTHY GIRLS SAVE THE WORLD: 2017 - 2018 After School Programs & Summer Experience Evaluation Report

Prepared by: Alexis Hoyt, MPH



HEALTHY GIRLS
SAVE THE WORLD



Introduction to Healthy Girls Save the World	4
After School Programs 2017-2018	6
Smith Middle School	6
Fall 2017	7
Spring 2018	8
Bright Spots and Lessons Learned	9
YMCA After-School Pilot	10
San Marcos Middle School Pilot	10
Summer Experience 2018	12
Summer Experience Survey Results	12
Camper Demographics	12
Camper Pre-Survey	13
Camper Post-Survey	15
SMART Goals	15
Definition of "Health"	18
Pre- Versus Post-Survey Comparison	18
Nutrition	18
Exercise	20
Body image and social support	20
Overall Evaluation from Campers	21
Future Engagement with HGSW	22
Parent/Guardian Survey	22
Counselors/Leadership Survey	24

Executive Summary

2017 - 2018

After School Programs

at a glance...

HGSW operated in 3 after-school programs around the country, including Smith Middle school and 2 pilot programs at the Chapel Hill YMCA and San Marcos Middle School in California.



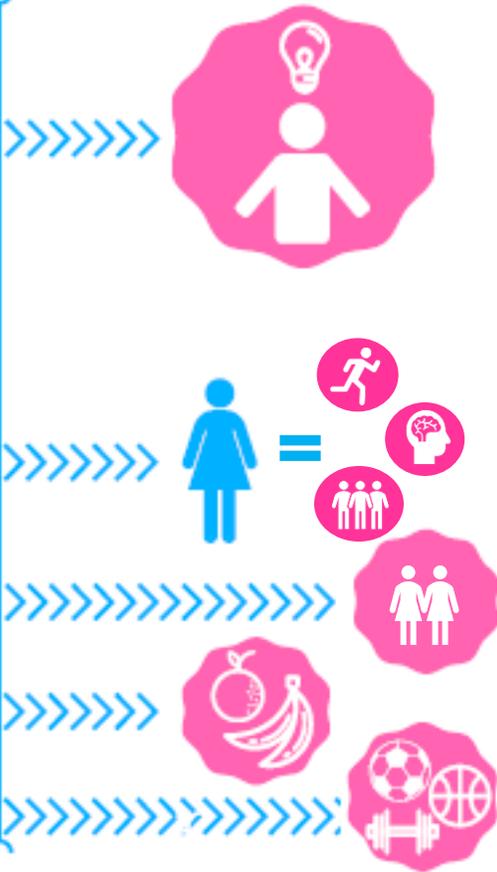
Survey Results

Smith Middle School

- ✔ 100% of girls in the fall program and 77% of girls in the spring program surveyed said that their definition of what it means to be "healthy" changed since starting the Smith Middle School after-school program.
- ✔ 80% said that they would recommend the HGSW after-school program to friends.
- ✔ 100% said they were extremely satisfied overall with their experience.

YMCA & San Marcos Pilot Sites

- ✔ 83% of girls who attended the YMCA after-school pilot said that setting SMART goals helped them make healthy choices for my mind, body, and relationships.
- ✔ 80% of girls who attended the YMCA after-school pilot said they know how to support a healthy self image in their selves and others.
- ✔ 100% of girls who attended the San Marcos after-school pilot said they now knew how to choose healthy food choices at school.
- ✔ 86% of girls who attended the San Marcos after-school pilot said they knew how to choose an exercise program that was right for their interests and body.



2018

HGSW Summer Experience

at a glance...

Summer Experience Activities

Activity highlights included:

- Website competition
- Daily affirmations and yoga poses to start the day
- Swimming, Zumba, kickboxing, and jump rope
- Interactive snack bar and nutrition lessons
- Crafts and vision board creation

Health & Wellness Outcomes

- Campers reported an increased in daily recommended consumption of fruits and vegetables throughout the camp.
- 97% of campers reached their SMART goal for a healthy body.
- 84% of campers reached their SMART goal for a healthy mind.
- 97% of campers reached their SMART goal for healthy relationships.

Parent Satisfaction

- ✓ 100% of parents surveyed were "Extremely satisfied".
- ✓ 100% would bring their child back to future Summer Experiences and would recommend the Summer Experience to others.
- ✓ 100% believed that the HGSW Summer Experience positively impacted their child's summer
- ✓ 100% indicated that they would contribute to a crowdfunding campaign to raise funds to hire full time staff to make HGSW programming more sustainable.

Counselor Experience

- ✓ 100% of counselors surveyed would want to work for HGSW again in the future.



HEALTHY GIRLS
SAVE THE WORLD



Introduction to Healthy Girls Save the World

Healthy Girls Save the World (HGSW) is a 501(c)3 non-profit that promotes healthy bodies, healthy minds and healthy relationships for middle school girls in North Carolina by providing a positive space in the community that fosters the development of healthy habits. HGSW inspires girls to be healthy and confident achievers by utilizing the distinct wealth of resources available on a college campus. HGSW organizes dynamic and interactive events where girls meet and engage with NCAA Division I college athletes, cook and eat healthy foods, develop their self-confidence, are physically active, and participate in a host of other health & wellness enhancing activities. Our program helps participants grow and learn to have a healthy mind, body and relationship with herself and others.

What does it mean to be a “Healthy Girl”?

Girls and women historically struggle with body image issues, self-confidence, and physical wellness related personal responsibility. Empowering girls to have healthy body images results in greater self-confidence and health-enhancing behaviors, and it provides them with the abilities to succeed in areas they otherwise might not have considered possible. In an effort to break down the many barriers that girls face when it comes to learning how to lead healthy lives, our low-cost events make holistic health education, positive role models, and well-organized physical activities more accessible. These events are a powerful combination of trained student volunteers, female athletes, expert speakers, and enriching activities lead by other student organizations. It is our aim to be an advocate for healthy and happy girls in the community, as well as a catalyst for changing perceptions of health and beauty.

In order to combat these issues, Healthy Girls Save the World teaches participants how to nurture a healthy body, maintain a healthy mind, and foster healthy interpersonal relationships through the use of SMART Goals, an evidence-based curriculum, and community networks.



Three pillars of health guide all HGSW programming.

- 1. Healthy Bodies:** Many girls and young women associate having a healthy body with being thin. However, HGSW defines being “healthy” as having consistent daily practices that contribute to living a healthier lifestyle. Examples of these practices would be exercising for thirty minutes a day, having 4-5 servings of vegetables and fruit every day, and/or, drinking 8-10 cups of water every day. These practices contribute to a healthier body, and they also can all be SMART goals. HGSW teaches young girls these practices and shows them that there is positivity to be found in treating your body well: when you nourish your body well you feel good, and when you exercise your body you feel even better.
- 2. Healthy Minds:** More than ever, the pressures and challenges of being a young girl can be overwhelming. Having a healthy mind can be complicated and frustrating because of

what young girls are exposed to every day. During this period in girls' lives many suffer from low self-esteem, which can be debilitating. Studies show that about 75% of girls suffering from the negative feelings associated with low self-esteem engage in cutting, bullying, smoking, drinking, or develop eating disorders. According to the "Do Something Campaign," 75% of girls with high self-esteem would, unsurprisingly, not participate in any of those negative self-inflicting activities. We want girls to have high self-esteem! Healthy Girls Save the World is a positive environment where we provide young girls with a safe space to learn and express themselves. Having a healthy mind is crucial to their development because with a positive self-image and the knowledge to make positive choices they can become powerful young women in the future. Having a healthy mind is all about knowing how and when to make positive choices, recognizing your worth, and projecting that self-value onto the rest of the world.

- 3. Healthy Relationships:** Girls should recognize their own worth so that they can establish positive relationships with themselves, but they should also find meaning in positive relationships with others. Whether it be their parents or peers, we teach girls how to treat other people well, because knowing how to do this will take them very far in school, in the workplace, and throughout life. This can be tough because girls are products of the environments they come from. Some have seen positive relationships displayed in their households, and some have not. These conversations may have an added layer of depth because this is also a time developmentally where girls may develop romantic feelings for another person. We teach girls not only how to treat other people, but also how they should be treated. It is important that they know this so that they may gain valuable teamwork and collaboration skills that will contribute to their future leadership.

In addition to promoting these health pillars among its participants, HGSW staff and leadership uphold the tenets of these pillars in all interactions with participants, parents, and community partners. HGSW offers year-round programming to engage low- and middle-income African American middle school girls in and around Durham County. The table below illustrates the current programming and efforts taking place. This report covers the activities and data from the HGSW Summer Experience and After-School programs.

Table 1. HGSW continuum of activities

				
REGIONAL AND UNIVERSITY BASE	PARTNERSHIPS WITH MIDDLE SCHOOLS	HGSW AFTERSCHOOL & SUMMER EXPERIENCE	HGSW PARTICIPANT TRACKING & RETURN	HGSW'S NEXT GENERATION & SUSTAINABILITY
HGSW establishes a regional headquarter office and creates partnerships with local universities to provide part-time jobs and service opportunities to graduate and undergraduate students.	HGSW establishes partnerships with local Title I Middle Schools and in some cases, programs that serve low-income youth (i.e. Boys & Girls Clubs or after-school programs of local public housing authorities).	HGSW coordinates an 8 week after-school program with the partnering middle school(s) (fall/spring) and a 2-week summer camp at a local university for the girls who were served during the school year.	HGSW participants matriculate throughout the program in 6th-8th grade. Upon completion HGSW alumni receive an annual survey until age 24 to track their life outcomes. HGSW alumni will can rejoin during the summer of their Junior HS year as a Junior Summer Counselor.	As HGSW Alumni go to college they will have the opportunity to join their school's chapter or to pioneer a HGSW program at their school. This will develop HGSW's next generation and will lend to sustainability efforts.

After School Programs 2017-2018

HGSW coordinates afterschool programs with partnering middle schools. During the 2017-2018 school year, HGSW partnered with Smith Middle School, the Durham YMCA, and San Marcos Middle School in California to deliver high quality programs. The after-school intervention features five programmatic components—JumpSMART Your Mind, Body Energizer, NM Curriculum Lesson, Physical Activity, and Transforming Relationships—that are implemented in 2-hour sessions once per week for 8-10 weeks per semester. HGSW integrates its 3 pillars—healthy bodies, healthy minds, healthy relationships—into the five programmatic components.

The curriculum is adapted from [New Moves](#), an NIH funded program which was evaluated and found to be successful by studies in 2001 and 2005. The primary core component is an all-girls physical education class, supplemented with activities aimed at improving healthy eating habits and self-image, individual counseling, and guest educators. Girls receive a daily lesson on either Be Fit (physical education), Be Fab (social support), or Be Fueled (nutrition education).

Smith Middle School

In fall 2017, 16 girls who attend Smith Middle School took the pre-survey prior to beginning the first session of the Healthy Girls Save the World After-School Program, while five took the post-survey. Four girls from Smith Middle School took the pre-survey prior to the first spring session of 2018, while 13 took the post-survey. In some cases, not all girls who participated in Healthy

Girls programming participated in the survey. In addition, some girls chose not to participate in the survey, which was voluntary.

Pre- and post-test surveys were administered to girls at their first attended session (whether that was the actual first session or not) and the last session via Qualtrics. Questions asked about fruit and vegetable consumption, exercise habits, confidence in exercising, and body image.

Fall 2017

At the end of the fall sessions, 60% of those surveyed said that their SMART goals have changed since starting the after-school program. Some ways the girls said their SMART goals changed were:

"They changed because I practiced."

"I think they have become more specific, do-able, and fun."

"I think they changed by me actually doing them instead of saying that I was going to do them."

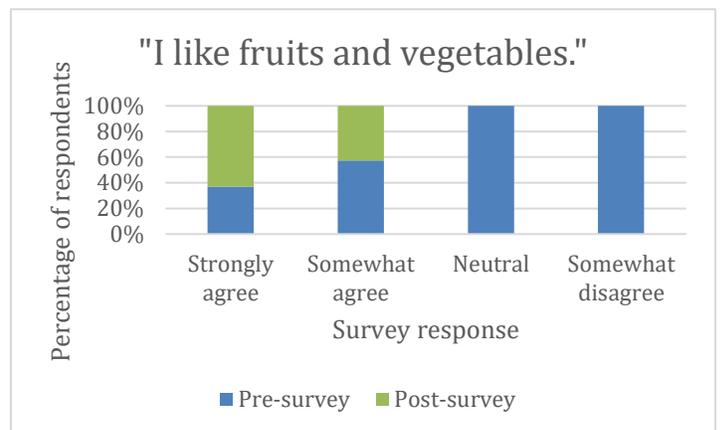
When asked what helped them achieve their SMART goals, girls noted:

"Practicing every day and talking to my mom."

"Making time for myself and making a schedule"

"Things that helped me during the after-school program are the Counselors and the exercise."

100% of girls surveyed said that their definition of what it means to be "healthy" changed since starting the after-school program. Girls noted that their definitions have expanded to include ways to be more well-rounded and balanced in their lives, and to do things in moderation.



At post-survey, more girls indicated they liked fruits and vegetables, with 80% of those in the post-survey strongly agreeing, compared to 50% in the pre-survey to the statement, "I like fruits and vegetables".

80% of girls surveyed strongly agreed with the statement, "I am committed to exercise every day," at post-survey, compared to 27% at pre-survey. More girls felt confident in setting aside time to exercise, with 80% saying they "know they can", compared to 33% of girls who participated in the pre-survey.

80% of survey respondents said that they would recommend the HGSW after-school program to friends, with the remainder indicated that they would "maybe" recommend it. 100% said they were extremely satisfied overall with their experience.

Spring 2018

Sixty-nine percent of girls surveyed said that their SMART goals changed since starting the after-school program. Some of the things that helped girls reach their SMART goals included:

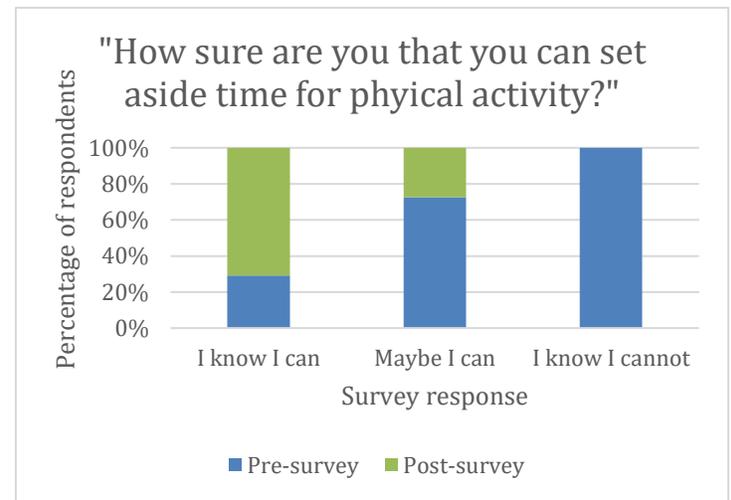
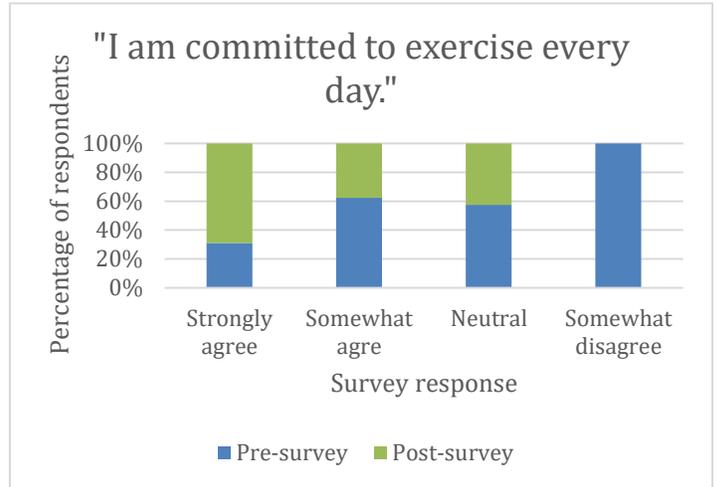
"Motivation, time, and coming here!"

"By being motivated to reach your goal. Also, the after school program helped me set realistic goals as well."

"So, you know own of my smart goals is to hug a friend ounce a week so I have friends that come to after school so I can hug them and, yeah :)."

"Getting help on things that I need help on, getting my work done and being able to have lot of free time when I complete/ do everything I need to do and being a good role model to the 7th and 6th graders that go to this after school program."

"My friends motivating me to do my SMART goals."



When asked what they would do to continue achieving their SMART goals after the program was over, girls said:

"By making a chart so I can keep doing my healthy goal."

"By making healthy and realistic goals to try and achieve and partake in doing them."

"By doing the exercises they taught me, eating better, not doubting myself."

Many of the answers to the survey questions were unchanged between the Spring pre- and post-survey, which may be attributable to a low response rate, with only 4 girls taking the pre-survey.

Seventy-seven percent of girls said that their definition of what it means to be "healthy" changed since the start of the after-school program. Overall, 92% of those surveyed in the spring said they would recommend the HGSW after-school program to their friends, with 100% of respondents being "extremely" or "somewhat" satisfied with the program.

Bright Spots and Lessons Learned

Interviews were conducted with both graduate assistants responsible for coordinating and managing the implementation of the after-school program at Smith Middle School. Successes of the program, according to them, including being able to engage the girls in more in-depth conversations and encouraging their curiosity through hands on and interactive lessons. Senior staff felt supported by HGSW leadership to do their jobs with weekly check-ins.

The following quotes are from a focus group discussion, facilitated by counselors, that was conducted at the end of the Spring '18 sessions.

"I liked the one [lesson] when we were talking about stress. I thought it was really helpful for me."

"My favorite physical activity was when we were in the hallway and running down the hallway doing squats."

"Healthy isn't just like exercising and eating healthy. It's also about having a healthy mind, so you have to learn to deal with stress."

"I would definitely participate again. You help with stress, you help with eating well, with your relationships and how healthy you can be."

When asked during the post-survey what their favorite parts of the after-school program were, girls wrote:

"That being healthy doesn't mean you have to look healthy you can stay the shape you love."

"We got to some dancing for our work out and all got to become friends with one another and the boys did not have to come."

"My favorite things about the program were the exercises and how nice and fun the counselors were."

YMCA After-School Pilot

Four after school sessions were held at the Chapel Hill/Carrboro YMCA. At the end of the four sessions, participants took a brief paper-based survey to gauge what they learned, what they liked, and what they would change about the YMCA pilot program they took part in.

Questions	Percent who 'Agree' or 'Strongly Agree'
Smart goals helped me make healthy choices for my mind, body, and relationships	83%
I feel confident in knowing healthy ways to cope with stress in my life	67%
I understand how to support a positive self-image in myself	80%
I understand how to support a positive self-image in my friends.	80%
Support a positive self-image within myself.	80%

"[I enjoyed] Having people to talk to and they actually listen."

"[I learned] Self-respect and dealing with stress."

"[I learned] what SMART goals are."

San Marcos Middle School Pilot

An HGSW Afterschool Chapter was started at [San Marcos Middle School](#), as part of a [PASS AmeriCorps](#) member who had previously served as an HGSW counselor. Her group consisted of approximately ten girls who attended the school. Eighty-six percent of girls who participated in the post-survey said that their definition of what it means to be healthy changed as a result of

participating in HGSW programming, with one participant saying, “In the beginning I always thought that you needed to be a certain weight or look a certain way,”. The only participant who answered “No” indicated that she, “already knew what it meant to be healthy in every,”. The girls were also asked what SMART goal they would continue to work on after they left HGSW, saying things such as “One SMART goal that I will use after HGSW is the way that I eat and the way that I work out,” and “A SMART goal is I will compliment people more.” Responses to other survey questions are listed below.

Questions	Percent responses
Has your idea of what it means to be "healthy" change because of HGSW?	Yes: 86% No: 14%
<i>Please indicate how confident you feel that you can do the following:</i>	
Choose healthy food options at home.	Confident: 29% Very confident: 57% Girl, I got this: 14%
Choose healthy food options at school.	Very confident: 100%
Know what to eat to meet your nutrition needs.	Very confident: 71% Girl, I got this: 29%
Support a positive self-image within myself.	Confident: 29% Very confident: 57% Girl, I got this: 14%
Stick to an exercise program that is right for my interests and body.	Very confident: 86% Girl, I got this: 14%

Summer Experience 2018

The Summer Experience provides a space where girls they can practice skills related to the three pillars (Healthy Mind, Healthy Body, Healthy Relationships) in a structured, supportive environment through the mentorship of HGSW counselors and leadership. The aim of the Summer Experience is to foster daily habits and affirmations that extend beyond the camp and become a part of daily life towards a healthy lifestyle.

Each year the Summer Experience has a theme, which puts the skills and values promoted by HGSW into action towards a culminating enterprise or experience. This year's theme, "Project Runway: Fun. Fashion. Fitness" encouraged HGSW girls to express themselves through art and fashion design, learning how creativity plays a role in leading a healthy life.

The camp took place June 18-29, 2018 on the campus of University of North Carolina at Chapel Hill.



Promotional material for the Healthy Girls Save the World 2018 Summer Experience

SMART goals (Specific, Measurable, Attainable, Relevant, Time-bound) are introduced on the first day of camp to support participants in identifying healthy behaviors associated with the three pillars. These goals allow participants to take ownership of habits they want to develop during the Summer Experience, and daily check-ins promote reflection on what they are doing to actively move towards achieving these goals.

Summer Experience Survey Results

Camper Demographics

Most campers who attended the 2018 HGSW Summer Experience were 12 years old (57%), entering the 7th grade (51%), African American (87%), and resided in Durham (74%). Campers came from a mix of public and private schools. Other schools omitted from the table to the right, due to low representation, include:

- Ligon Middle
- Hawbridge
- Durham Academy
- School for Creative Studies
- Northwood
- Charles E. Jordan High School
- Piedmont Middle School
- Little River
- Cardinal Gibbons

Camper Pre-Survey

During the first day of the Summer Experience, campers took a web-based survey. Many girls seemed unsure of what to expect from the HGSW Summer Experience. Sixty-two percent said they were excited for the camp, while 32% were unsure. Seventy-eight percent were excited for the HGSW Website Ideation Competition.

Girls were first asked to set out their SMART goals for camp: one for a healthy body, one for a healthy mind, and one for healthy relationships. Campers already had a lesson on what SMART goals were before they took the survey. Below are examples of the kinds of SMART goals made for the Summer Experience and beyond:

“Play sports two times a week for a month, drink two bottles of water a day for two months, and be kind to people as much as I can.” – 13-year-old Summer Experience participant

“Mind: meditate for 5 minutes every day for 5 days. Body: run for 10 minutes per day, 5 days. Relationships: try not to fight with anyone this week.” – 12-year-old Summer Experience participant

“I want to commit to drinking 4 glasses or more of water each day for 2 months. I want to at least get 2 more hours of sleep for 5 days for at least a month. I want to be more positive all around and start to try new things.” – 12-year-old Summer Experience participant

“Drink 3 bottles of water for 2 weeks, get 2 more hours of sleep for 1 week, tell my dad how much I appreciate him.” – 12-year-old Summer Experience participant

Table 1. 2018 Summer Experience camper demographics

Age (Years)	Prevalence (%)
11	16%
12	57%
13	22%
14	3%
15	3%
Grade (2018-2019)	
6 th	14%
7 th	51%
8 th	27%
9 th	8%
Self-identified race	
Black/African American	87%
Mixed	3%
Native American	3%
White	3%
Other	3%
City	
Durham	74%
Chapel Hill	6%
Pittsboro	3%
Hillsborough	3%
Carrboro	3%
Cary	3%
Charlotte	3%
Missing	3%
School	
Shepard Middle	13%
Rogers-Herr	16%
Githens Middle	8%
Voyager Academy	8%
Research triangle charter academy	6%
Lakewood Montessori Middle School	6%

Summer Experience campers were also asked to define what healthy means to them in their own words. Many campers already had very holistic views towards health, as demonstrated in the illustrative quotes below.

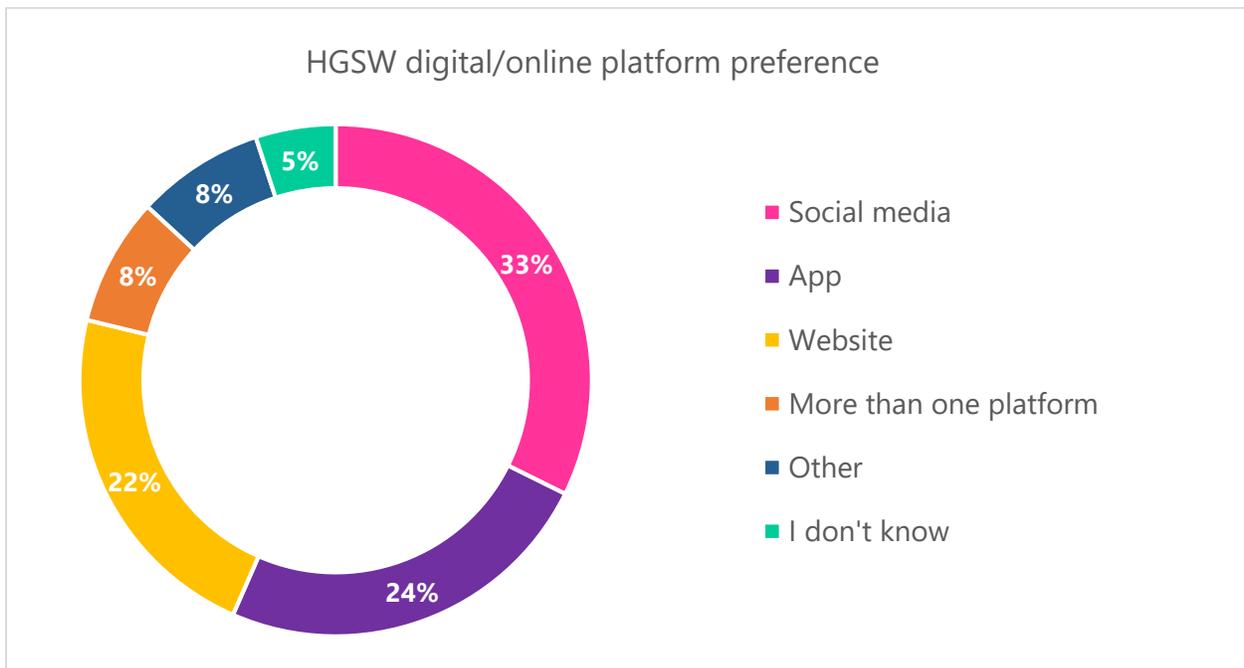
“To me healthy means when you have self-love and are comfortable in your own skin. It also means that you don't let anyone get in your way of reaching the goals that you put out for yourself.” – 13-year-old Summer Experience participant

“When whatever you do boosts your confidence and makes you a happier person.” – 13-year-old Summer Experience participant

“Healthy means you are doing well in whatever you are doing and that you understand what you need to do when something is not going well.” – 12-year-old Summer Experience participant

“Healthy is feeling fresh and knowing your body, mind and relationships are in the right space.” – 12-year-old Summer Experience participant

At the end of the survey, girls were asked how they would most like to engage with HGSW online or digitally. Girls were split, with approximately equal preferring an app or a website, with most preferring social media (32%).



All girls had great insight and ideas for how HGSW might better serve girls like themselves through these platforms, as illustrated below:

"If I could engage with Healthy Girls Save the World digitally I would create a social media page. This page would most likely be a blog to express/decompress. I would be excited about it because I could then give tips to other girls that would need help." – 11-year-old Summer Experience participant

"It would be a website. I can look at posts of other girls who have participated in HGSW and see how it affected and/or saved their lives. I can try to make a change in my life as well." – 12-year-old Summer Experience participant

"I think it should be a app. It would have things like work outs and things to do to help you have a healthy mind and body. It would have comment sections to talk to other girls. I would be doing things like keeping a happy lifestyle to be healthy girl." – 12-year-old Summer Experience participant

Camper Post-Survey

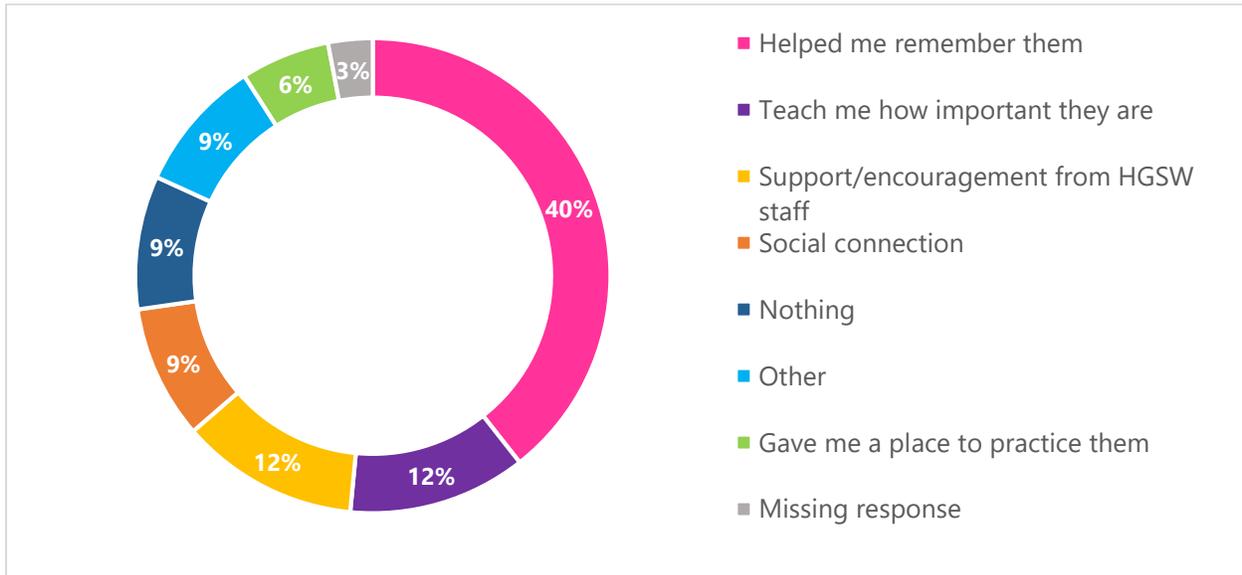
During the last day of the Summer Experience, girls took a web-based survey similar to the first. However, this survey also had additional questions specifically related to:

- their SMART goals
- how HGSW helped them achieve their SMART goals
- how their definition of what it means to be "healthy" has changed over the course of the Summer Experience
- what they liked best and least about the Summer Experience
- how they would change it
- their social media presence and how HGSW fits in
- if they would come back and why.

SMART Goals

Girls were asked to reflect on the SMART goals they made at the start of the Summer Experience, and how HGSW helped them to achieve them. Overall, 97% of girls reached their goal for a healthy body, 84% reached their goal for a healthy mind, and 94% reached their goal for healthy relationships. Eighty-seven percent of girls reached at least two of their SMART goals during the Summer Experience, and 90% indicated that if they weren't in the HGSW Summer Experience, they would not have made health-related SMART goals this summer.

Figure 1. Camper survey: "How did HGSW help you reach your SMART goals, if at all?"



We asked the girls to reflect on how HGSW helped them reach their SMART goals overall, and how each SMART goal related to the three pillars. Almost half (40%) of girls stated that HGSW helped them remember their goals. Other common responses highlighted HGSW lessons on the importance of SMART goals (12%) and impact of HGSW staff support and encouragement in helping them reach their SMART goals (12%).

"By making it [SMART goals] something that we talked about often. Once people know I am doing something, I feel the need to achieve it." – 12-year-old from Durham

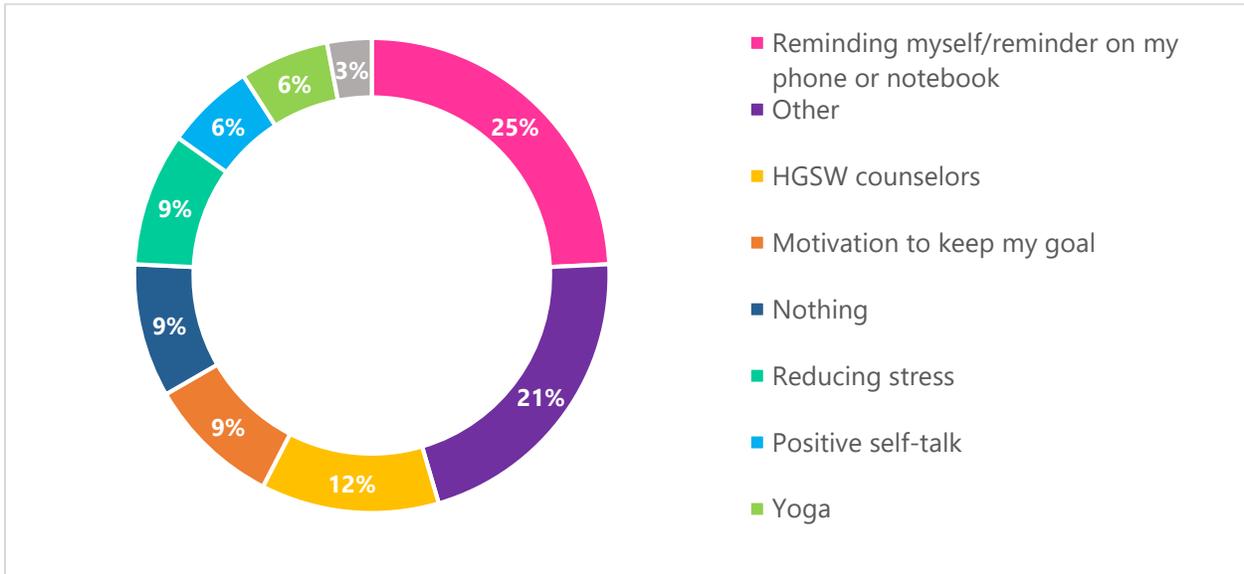
"By reminding me every day and the daily affirmations reminding to keep a healthy mind, boy and relationships." – 12-year-old from Durham

"It [HGSW Summer Experience] encouraged me to keep track with my body and listen to what it was saying." – 13-year-old from Durham

The following figures reflect the aspects of the HGSW Summer Experience that helped girls achieve their SMART goals for each pillar. Across SMART goals, girls found reminders most helpful, whether it was check-ins from HGSW counselors, or personal reminders such as writing in notebooks or through the help of apps on their phones. Another theme across SMART goals was personal motivation for achieving their goals, which was in part fostered through the daily affirmations recited as part of camp.

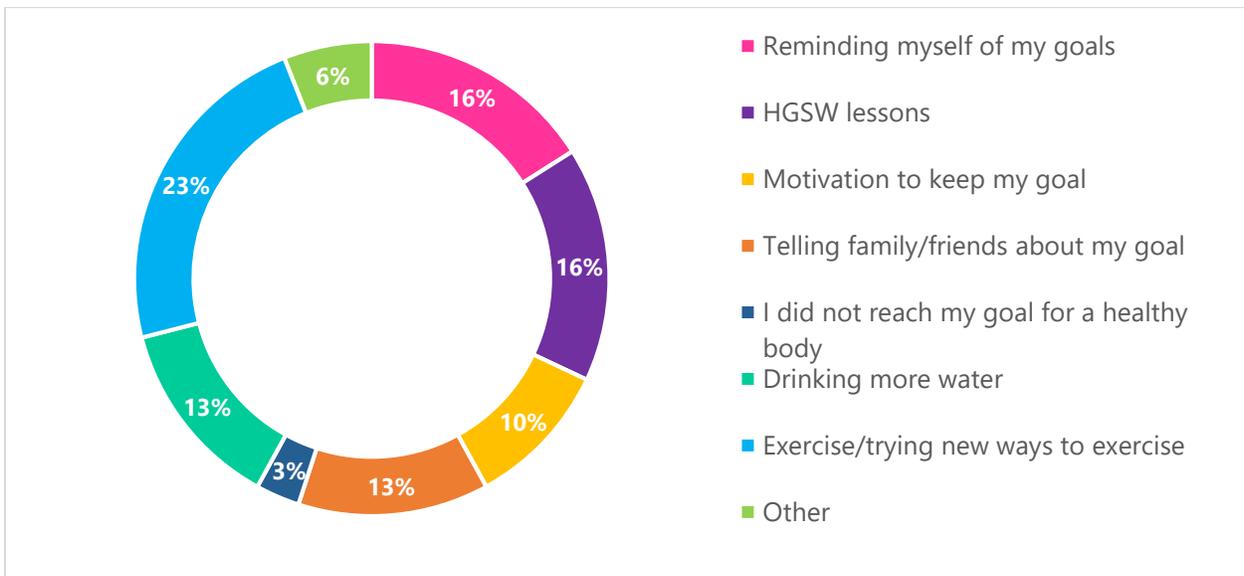
To achieve their SMART goals for a healthy mind, many of the things that helped girls the most were internal, such as positive self-talk, in addition to reducing stress through various techniques including the yoga introduced during camp.

Figure 2. Camper survey: "What is one thing that helped you reach your SMART goals for a healthy mind?"



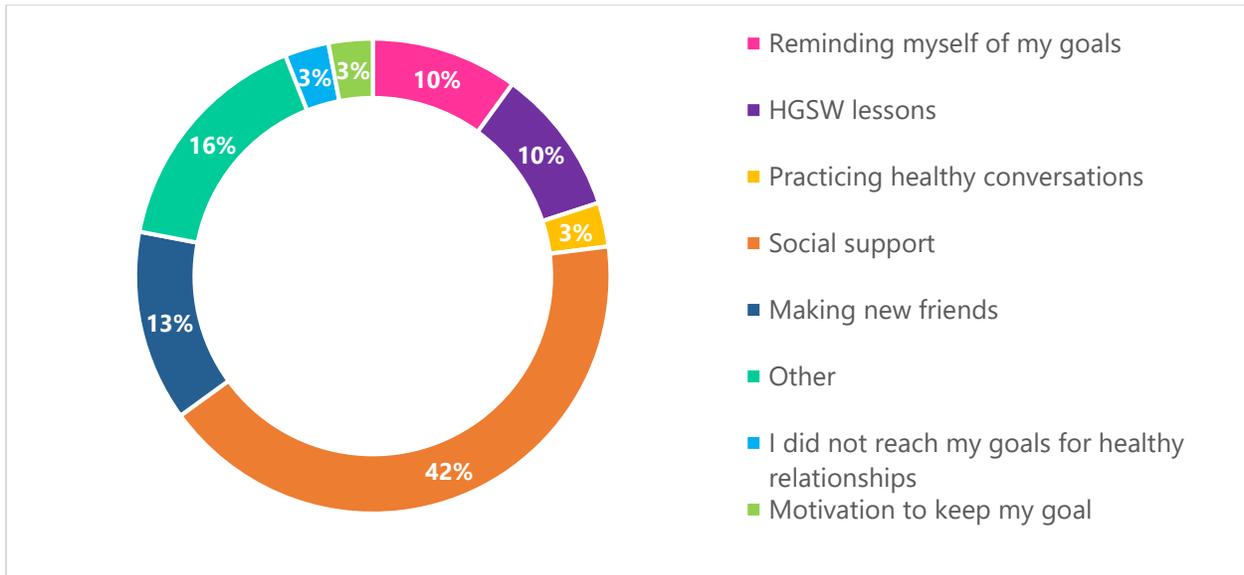
To achieve their SMART goals for a healthy body, many girls used exercise, and the opportunity to try new exercises during camp. Many girls recognized how drinking enough water was helpful in reaching their body pillar SMART goals as well. For this pillar, 10% of girls surveyed mentioned that they told family or friends about their SMART goals and this helped them stick to them.

Figure 3. Camper survey: "What is one thing that helped you reach your SMART goals for a healthy body?"



To achieve their SMART goals for healthy relationships, girls relied heavily on social support, which many mentioned in general terms, but others named specifics such as making new friends and practicing healthy conversation dynamics with people.

Figure 4. Camper survey: "What is one thing that helped you reach your SMART goals for healthy relationships?"



Definition of "Health"

Ninety-four percent of girls surveyed said that their definition of what it means to be "healthy" changed as a result of the camp. Girls' responses were most often related to expanding their definition of what it means to be healthy outside of just body health or what it means to have a "good" body into a more holistic definition that includes mental health and healthy relationships.

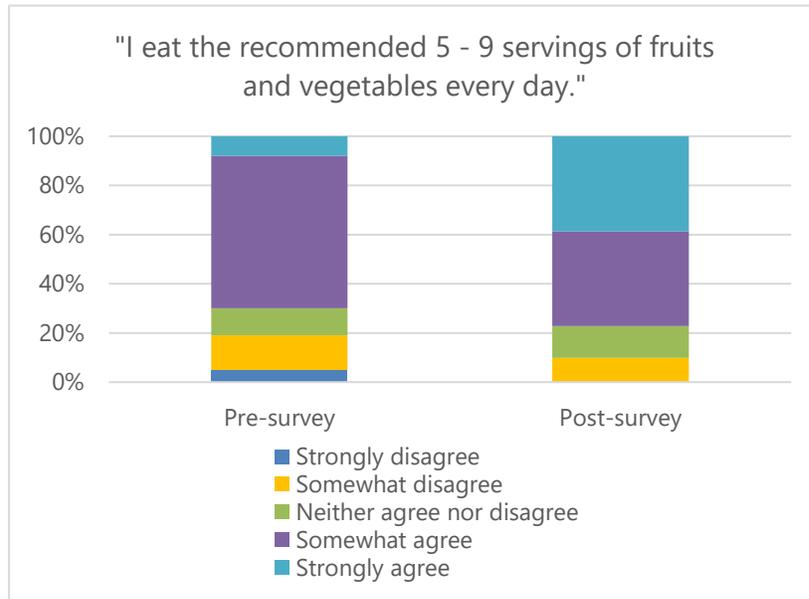
Pre- Versus Post-Survey Comparison

Many of the questions asked during the pre- and post-test surveys were the same, with both surveys including questions related to changes they may have observed or experienced in their nutrition practices, exercise attitudes, body image, and social support during the two-week camp. Thirty-seven girls took the pre-camp survey, versus 31 for the post-survey, as some girls were not present on the last day of camp.

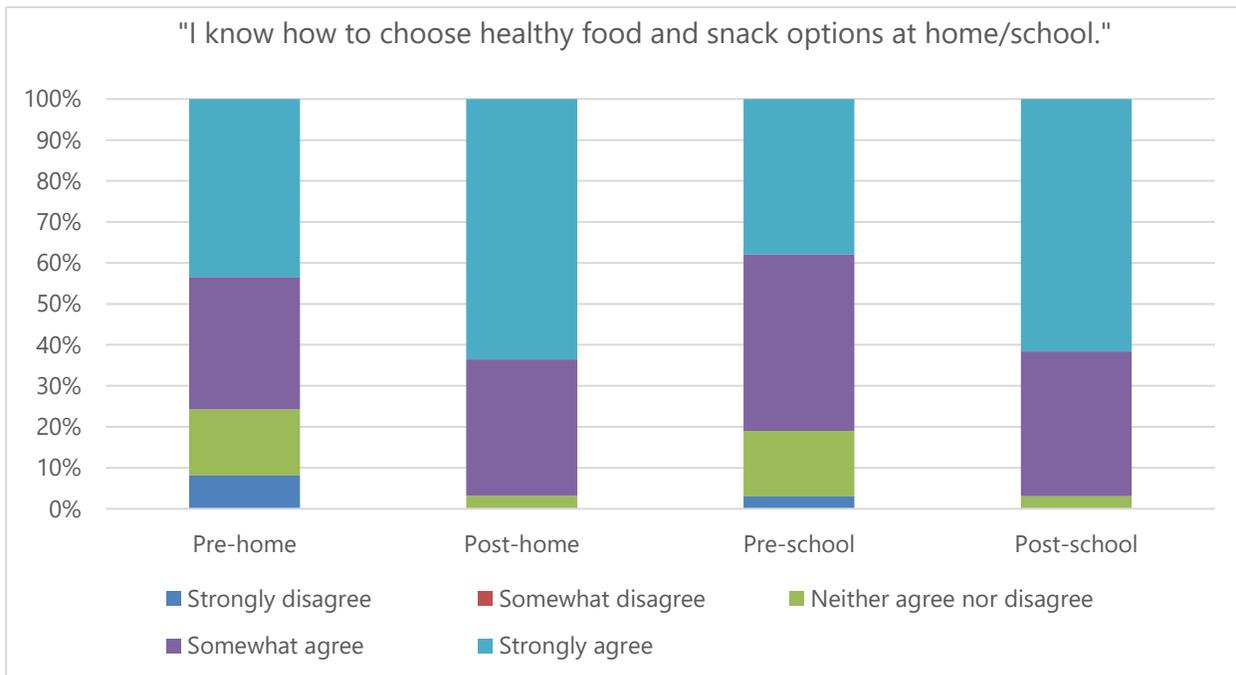
Nutrition

When asked if they ate the recommended five to nine servings of fruits and vegetables every day, 8% of campers said they "strongly agreed", compared to 39% of campers in the post-survey, a 377% increase!

The number of campers who reported they liked fruits and vegetables remained almost unchanged, with 92% somewhat or strongly agreeing they liked fruits and vegetables in the pre-survey compared to 93% in the post-survey.



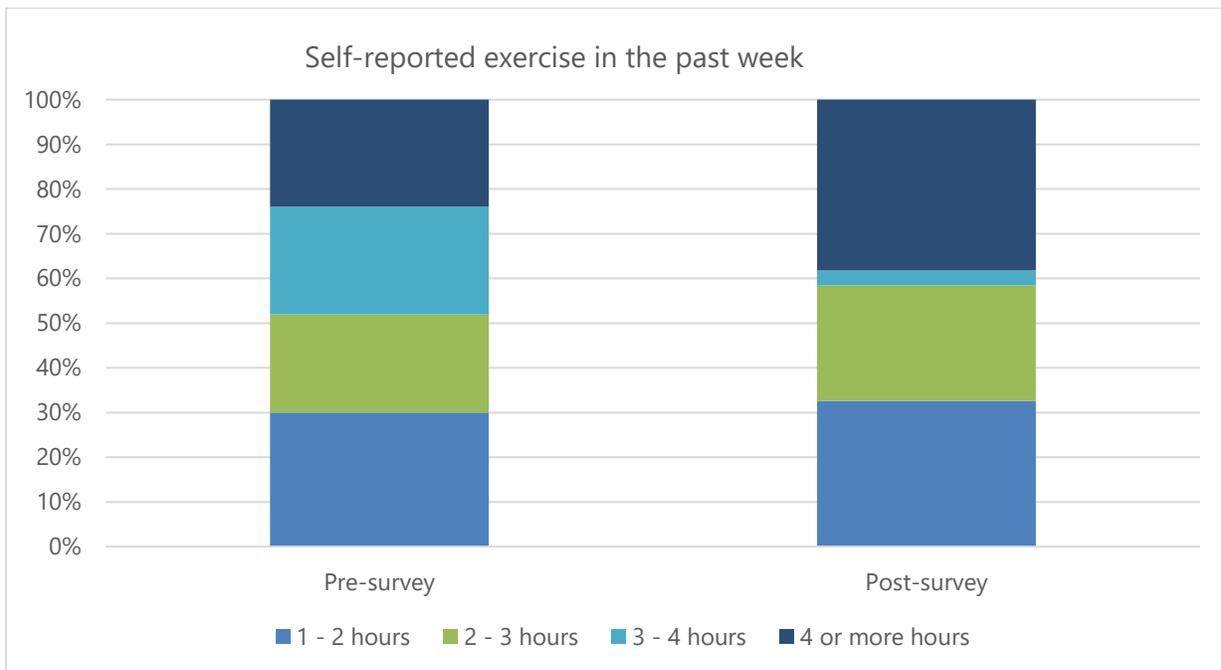
Campers were also asked about their ability to choose healthy snacks, both at home and at school. Trends were similar across questions, with an increase in those who indicated they "strongly agreed" that they could choose healthy snacks, indicating an increase in confidence about these choices. In addition, less students in the post-survey were ambivalent about their ability to choose.



There was a 59% increase in campers surveyed who reported they drank eight glasses of water each day. While many still did not know how much water they drank, the percent of campers who indicated they did not drink eight glasses a day decreased by 68%.

Exercise

There was a significant increase in the amount of exercise campers reported. During the pre-survey 24% reported they got four or more hours of exercise in the past week, compared to 45% in the post-survey.

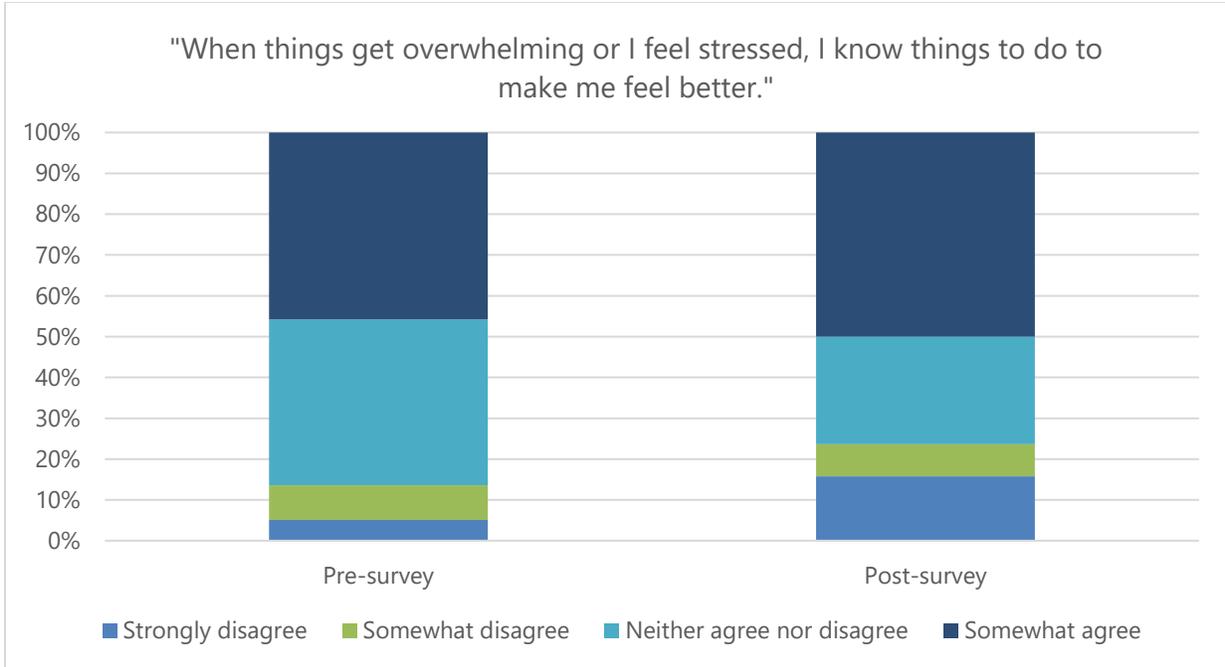


Another set of questions were related to campers’ perceived ability to stick to exercise schedules, even in the face of busy schedules and stress. In the aggregate, there was a 93% increase in reported exercise confidence between the pre- and post-survey.

Body image and social support

Girls were also asked questions about their body image, both positive and negative. Overall, there was a 17% decrease in agreement with questions associated with negative body image.

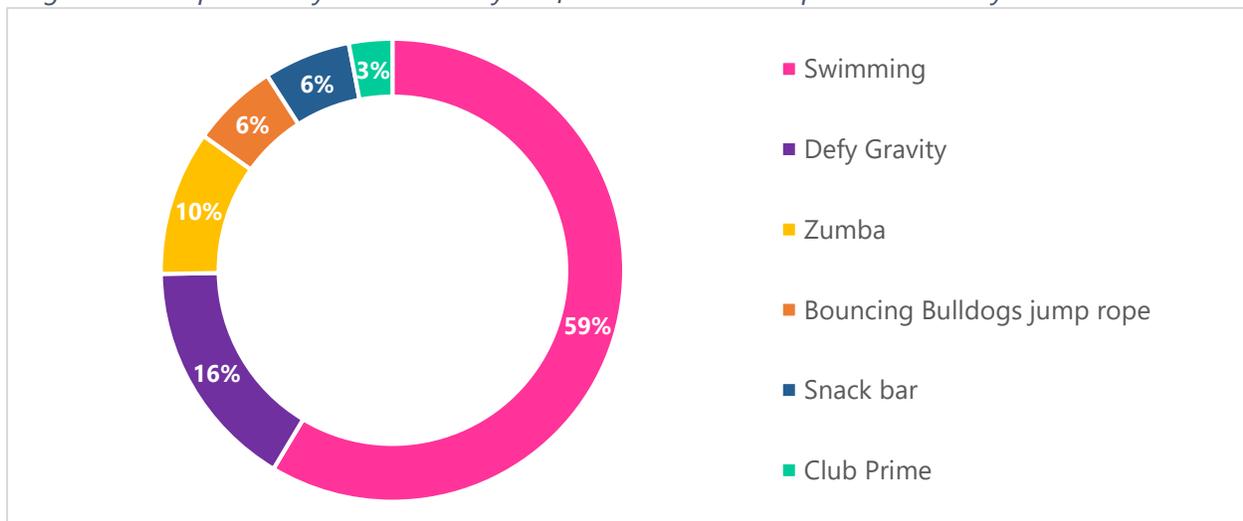
In addition, more girls strongly agreed that they knew things to do to make them feel better when they felt stressed, with a 50% increase between pre- and post-survey. Likewise, there was a 27% increase in girls who strongly agreed that they knew someone to talk to when they had a problem or felt stressed.



Overall Evaluation from Campers

Overall, 100% of campers indicated they enjoyed the Summer Experience and felt supported by the Summer Experience counselors, with 97% reporting they they would come back next year if they could. When asked what makes them want to come back, most (45%) said the activities, followed by the people (including new friends) (32%), HGSW counselors (16%), and how much fun they had (13%). Over three quarters of girls believed that the HGSW Summer Experience was a highlight of their summer.

Figure 5. Camper survey: "What was your favorite Summer Experience activity?"



When asked what activities they liked best, girls indicated a wide range, as indicated below. Over half of girls surveyed (58%) said that swimming was their favorite activity, followed by Defy Gravity and Zumba. Figure 5 shows all activities mentioned.

Only 68% of girls surveyed indicated they were excited to build their website idea, with 13% indicating they were not excited, and 19% indicating they didn't know. However, these results are not so black and white as many girls indicated they were not excited at first, but as the Summer Experience progressed they got excited about it for various reasons, including the element of competition, the girls that were on their team, and that the project became more fun as they learned more about it.

When asked the one thing they would change about the Summer Experience, 90% indicated the food. This was also the case when asked what could have been made the Summer Experience better overall.

Future Engagement with HGSW

Eighty-seven percent of girls said they would like to engage with HGSW over social media, with 50% indicating they would like to do so over Instagram, and another 43% indicating Snapchat as their social media platform of choice.

Over three-quarters (77%) of girls surveyed said they would like to stay overnight for the HGSW Summer Experience if it was offered. When asked how long they would like the camp to be, most (45%) said two weeks, followed by three weeks (32%), one week (16%), and over five weeks (6%).

Parent/Guardian Survey

At the conclusion of the camp, parents/guardians were asked to complete a Qualtrics survey regarding their perception of the camp and of their child's overall satisfaction. Sixteen parents/guardians completed the survey, most of which were parents/guardians of rising 7th graders (50%) and lived in Durham (63%). Sixty-nine percent of parents/guardians surveyed received a scholarship to attend the 2018 Summer Experience, and over half (56%) had previously enrolled their child in HGSW programming. Of those who had previously attended HGSW programming, over half (57%) had attended a previous Summer Experience.

Parents were overwhelmingly positive about the Summer Experience. One hundred percent of parents/guardians surveyed said they were "extremely satisfied" overall, believed that the HGSW Summer Experience positively impacted their child's summer, would recommend the HGSW Summer Experience to other parents, and would have their child attend the HGSW Summer Experience again. Over 90% indicated they would be interested in receiving monthly emails from HGSW.

When asked the most valuable thing their child received from participating in the HGSW Summer Experience, ¹two-thirds cited the lessons about health minds, bodies, and relationships (67%), as well as the teamwork, friendships, and social skills their children fostered. A third of surveyed parents/guardians marked noticeable changes in empowerment, confidence, and self-esteem from their daughters. Below are some illustrative quotes that highlight the valuable things their daughters gained as a result of HGSW Summer Experience participation:

"The most valuable thing is for young girls to participate in camps like this in an effort to boost self-esteem, to do fun active activities and get the opportunity to interact with other young girls and a great university such as UNC Chapel Hill." – Parent/guardian of 13-year-old from Pittsboro

"Re-emphasizing what we teach on a daily basis! Love the support of sisterhood the girls get to experience." – Parent/guardian of 13-year-old from Orange County

"The exposure to different physical activities and creating a vision board was very valuable. This is the first summer camp she has enjoyed and looked forward to going to in a very long time." – Parent/guardian of 12-year-old from Durham

"I see my daughter blossoming in her self-esteem. She already accepts herself, and I've seen her being more intentional about not eating because she is bored." – Parent/guardian of 12-year-old from Carrboro

As HGSW looks to explore more reliable and consistent funding for its programming and staff, the survey also explored how parents/guardians felt about additional contributions. Parents/guardians were evenly divided when asked if they would be interested in making monthly donations. For those who indicated interest, almost 70% indicated they would be willing to contribute \$0-25. Survey respondents were also asked how much they would be willing and/or able to pay for HGSW Summer Experience, particularly one lasting three weeks or more. Nearly 40% of parents/guardians surveyed stated they would pay \$150 a week for a HGSW Summer Experience that lasted at least 3 weeks, and 50% indicated they would need a scholarship if future camps were at least 3 weeks long. One respondent indicated they would be willing to pay \$200 a week. Despite mixed reception of additional financial contributions for future HGSW programming, all parents/guardians surveyed indicated that they would contribute to a crowdfunding campaign to raise funds to hire full time staff to make HGSW programming more sustainable.

¹ Many parents/guardians/guardians mentioned multiple things their daughters gained as a result of attending the HGSW Summer Experience. Therefore, percentages total more than 100%.

While most parents were extremely satisfied with the Summer Experience and did not have suggestions to improve future HGSW Summer Experience, a few parents/guardians suggested:

- Having drop-off/pick-up sites in Durham and Raleigh to reduce commutes
- Additional lunch options
- Growing the Summer Experience into a sleep-away camp to offer additional life skills
- Additional compensation for junior staff

Counselors/Leadership Survey

The HGSW Summer Experience is hundreds of hours of planning on the part of the HGSW leadership team and the Summer Experience counselors. Each part of the day was planned to ensure campers’ safety, to promote an environment where campers could grow and learn about holistic health, and to ensure the goals and values of HGSW were reflected in all activities. Fidelity checklists served to document the key processes taking place each day to ensure the Summer Experience is executed as intended.

Leadership fidelity checklists ensured accurate program execution as well as counselor support. Both camp directors filled out similar Qualtrics surveys at the end of each day to capture higher level camp functioning, such as camp set-up, counselor debriefs, and file organization.

Table 2. HGSW Summer Experience Counselor Fidelity Checklists

Environment	Percent completed first day	Percent completed last day
Ensure clean camp space at all times	89%	92%
Maintain an inviting camp environment through music and color	100%	100%
Maintain hygienic food service practices	100%	100%
Counselor practices		
Punctuality: arrive and check-in by 9:00am	94%	100%
Camper nametags present	81%	73%
Camper notebooks	100%	100%
Daily physical activity	100%	
Counselor debrief at the end of camp everyday	N/a	100%
All files have complete paperwork	100%	100%
First aid kit on site	100%	100%
Other important activities		
HGSW rules discussion on first day	94%	N/a
First day icebreaker	94%	N/a
SMART goals lesson	94%	N/a
Pre-surveys completed	94%	N/a
Post-surveys completed	N/a	100%
Parent survey sent out	N/a	100%
Was there are HGSW sign/banner inside of the classroom and/or hallways before the	100%	100%

start of camp?		
Camper Ceremony completed, with all campers receiving certificates	N/a	100%

Counselors reported at times it was difficult to maintain clean spaces throughout the day, especially in the auditorium, which acted as the main meeting area for the camp throughout the duration. In addition, as girls began to get to know each other better, nametag wearing diminished as time went on.

All counselors surveyed reported that they would want to work for HGSW in the future. Overall, 82% of counselors surveyed reported they were “Extremely satisfied” with their experience with HGSW during the camp, with 18% reporting they were “slightly satisfied”. One hundred percent of counselors were satisfied with the events and sessions during the camp. Eighty-two percent indicated they were “Extremely satisfied” with HGSW’s organization before and during the camp. Some favorite moments of camp for counselors included:

- Club Prime
- Swimming
- Interacting with all the girls and creating relationships with them
- Discussions around anti-racism
- Creating vision boards
- Daily affirmations
- Dancing

“I loved getting to know the girls and watching them come out of their shells.”

“My favorite moment with the camp was the affirmations ever morning to start the day off.”

“My favorite moment was seeing the girls open up with the counselors and each other. We talked about difficult things at times and their vulnerability was astounding.”

“Connecting with the girls and having them trust me enough to talk to me.”

Some counselors indicated a lack of clarification around the roles of junior counselors a need for less down time during camp, or more in-depth conversations about the issues young girls may face on a day to day basis. Seventy-three percent of counselors were “Extremely satisfied” with the incentives provided for them by HGSW. Counselors provided ample praise and constructive criticism around their experience. Below are examples of some candid feedback they provided.

“HGSW is doing great so far! Maybe more intentional small group discussions about what the girls are going through on a day to day basis and counselors could help them brainstorm how to address those concerns. Sometimes we do not get to have real talk about their struggles with relationships, body image, or mental health.”

“I think the summer experience camp could be improved if we took note of the trends of their energy throughout the day when planning events. For example, if they are usually very restless at the end of the day it wouldn’t be the best idea to plan an activity that requires a lot of focus.”

“I feel this experience was amazing. Everyone was great the counselors and the students were all very nice and made me feel at home.”