The New Beginnings Center

- The New Beginnings Center is a non-profit agency that aims to empower women regardless of income, age, or race to make positive lifestyle choices.
- Purpose: To improve Tennessee health statistics with a targeted focus on women's health needs. By providing access to wellness programs, strength training, physical and nutritional education and personal coaching, New Beginnings gives qualified low-income women the tangible skills, training, and empowerment needed to assist them in improving their health, futures, capabilities, and quality of life.
- Mission: To help women discover the strength in themselves, inside and out, and to become the healthiest they can be through individualized world class coaching in fitness, nutrition, and behavior change.
- Vision: Reshaping the future of health.

What this looks like:
- 12 week program
- 30 minutes in classroom/discussion setting
  - Nutrition habit training
  - Goal setting
  - Positive psychology
- 30 minutes physical exercise with coaches and volunteers
- 1 year of additional "rewards classes" upon graduation from program

Identified Needs
- Networking and referrals outreach that identifies the incentives of joining the program
- Data input
- Comprehensive outcomes research

Goals
- Input all available data into the master file in order to have an organized system to run stats
- Find relationships between data in order to provide NBC with information to use for marketing and grant writing
- Find what barriers prevent potential clients from joining the program
- Research what populations could best benefit from the program
- Create relationships between NBC and other agencies that serve populations identified as a source of referrals

Outcome Measures
- Nutrition Test: Comprehensive test of nutrition education and understanding; 20 items related to general nutrition information. Participants completed this at the beginning and end of the program.
- WHO-5: Measure of psychological wellbeing. Series of 5 items rated from 0 to 5 on a likert scale. Total score was then converted into percentages. Pre and post surveys used.
- Exit Survey: A 20 item follow up questionnaire that assessed the participant's physical and psychological outcomes from the program. Participants completed this upon completion of the program.
- Follow Up Survey: 15 item follow up survey in which participants were asked to respond with information about their lifestyle choices following completion of the program.
- Weekly Weigh Ins: Each participant reported her weight and waist measurements weekly. Beginning and end weight and waist measurements were used in the statistical reports.

Deliverables
- 46 page comprehensive stats report with data analysis and visual aids
- Outcomes summary sheet to be used for marketing purposes
- Client networking list with names and contact information of potential referral sources
- List of needs identified by stakeholders and potential referral sources

Future Directions
After interviewing stakeholders, the following potential barriers were identified and are appropriate future projects:
- Lack of child care
- Lack of translation services
- Required literacy levels

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