

# Delaware - State Health Improvement Plan

## Healthy Eating & Active Living

**STRATEGY 1:**  
MAXIMIZE AND  
DEVELOP RESOURCES



# Maximize and Develop Resources

- This strategy addresses the need to identify and leverage resources – to support and sustain health promotion efforts
- A pilot project was developed to identify a mechanism for how funding could be created and developed beyond traditional methods





# Objective 1: Develop funding plan for *Motivate the First State* pilot physical activity initiative

- Identify prospective funders.
- Engage prospects through individual and group meetings.
- Secure funding from at least one philanthropic organization.
- Set up fiscal mechanism to receive and disburse funds.



## Objective 2: Identify and implement an incentive based fund raising tool to track participation and move contributions.

- Secure initial funding
- Develop website platform
- Enroll participants
- Market participation and activity logging
- Leverage additional funding using initial success

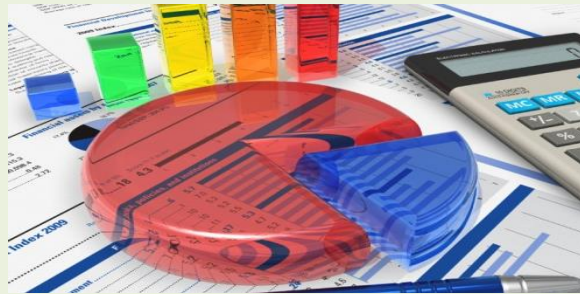




**Good for People.**



**Good for Business.**



**Good for Communities.**



**Motivating People to be Active & Healthy**

**Enabling Corporations to make a Difference in the Lives of Many**

**People + Health + Philanthropy**



# MOTIVATE

THE FIRST STATE

Make every time you

ride a bike

count for charity.

do a push up  
swim a lap  
do jumping jacks

go running  
walk your dog  
mow your lawn





## What is it?

- A statewide campaign that puts the power of healthy living to work for the greater good of our communities.
- When people log healthy activities into an online social network powered by Plus3, they earn points and funding moves to Delaware Charities:
  - Boys & Girls Clubs of DE
  - YMCA of DE
  - Special Olympics DE
  - Faith-based organizations – Phase 2
  - Schools – Phase 3

## Corporate Giving Inspiring People to Get Active – Enhancing Brand Value

It's idea that every time I do something good for me,  
that it also benefits a cause I care about.  
That's motivating!!!

- Social Networking
- Personally Relevant & Highly Engaging
- Peer / Community Support & Accountability
- Cause-Driven Behavioral Change
- Builds Brand Awareness & Consumer Trust

The screenshot displays the 'MOTIVATE THE FIRST STATE Clubhouse' app interface. The top navigation bar includes 'Home', 'My Health', 'My Calendar', 'Teams', and 'Explore'. A user profile summary shows 'My Kudos 70', 'I've Raised \$0.70', and 'Clubhouse Total \$12,304'. The main content area is titled 'Log It, We'll Make It Count For Motivate DE Causes!' and lists several activities with their respective kudos and fundraising amounts:

Activity	User	Time	Earned Kudos	For
Signed Up for Plus3	Deborah S.	1.00mi, 1hr	50	\$0.5 to Motivate DE Causes
aerobics	Mary G.	30min	38	\$0.38 to Motivate DE Causes
Signed Up for Plus3	Kelly C.	1.00mi, 1hr	50	\$0.5 to Motivate DE Causes
Signed Up for Plus3	Andrea S.	1.00mi, 1hr	50	\$0.5 to Motivate DE Causes
Staying active...	Don T.	4hr	80	\$0.8 to Motivate DE Causes
Staying active...	Mary G.	1hr	70	\$0.7 to Motivate DE Causes

On the right side, there are logos for 'Special Olympics', 'BOYS & GIRLS CLUB', and 'the Y'. Below these, a 'Clubhouse News' section welcomes users to the campaign. At the bottom, a 'Current Leaderboards' section shows top performers:

Name	Kudos
Brenda L.	5355
Melinda H.	4431
Don T.	2596





## New Funding Partners include:

- Healthier Sussex Coalition
  - Bayhealth
  - Beebe Medical Center
  - Nanticoke Hospital
- Christiana Care Health System (Bronze Level Partner)
- Division of Public Health (Gold Level Partner)
- Laffey-McHugh Foundation
- Public Welfare Foundation
- Longwood Foundation

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## Make it count.

“ Together we can log one million miles and make each step, and each pedal stroke, count for Delaware charities that help our kids, our families and our citizens with special needs. ”

— Gov. Jack Markell

### Make every time you're active count for charity.

Motivate the First State is a great new program that puts the power of healthy living to work for the greater good of our communities.

By committing to healthy activities and keeping track of your progress, you can directly support organizations that are making a positive impact throughout Delaware.

With Motivate the First State, every time you're physically active it counts towards your own well-being AND a well-deserved Delaware charity.

## Do something for goodness' sake.

**Connect.** Create your free profile on the Plus3 online wellness portal.

**Get Busy.** Take a walk. Ride your bike. Mow the lawn. Or participate in dozens of other healthy activities. As long as you're active, you're doing good!

**Track your moves.** Log on anytime and record the activities that you've completed. You can even upload data from your Fitbit, smartphone, or GPS unit.

**Make a difference.** The points you earn will convert to cash donations for the following organizations: the Boys and Girls Clubs of Delaware, the YMCA of Delaware, and Special Olympics Delaware.

Get started

[www.motivatethefirststate.com](http://www.motivatethefirststate.com)





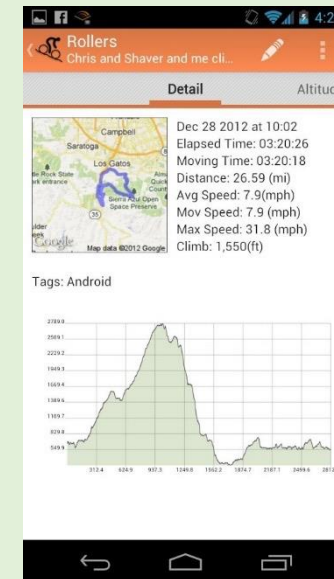
# Motivate the First State: How To Log Activities



## ✓ From a Computer Browser

The screenshot shows the Motivate the First State Clubhouse website. At the top, there's a green header with the MOTIVATE logo, 'THE FIRST STATE Clubhouse', and 'Powered by Plus3.com'. Below this is a navigation bar with links like Home, My Health, My Calendar, Teams, and Explore. The main content area is titled 'Log It, We'll Make It Count For Motivate DE Causes!'. It features a form to log activities with options to 'Enter by hand...', 'Use checkboxes', or 'Upload from a device'. Below the form, there's a list of recent activities, each showing the user's name, the activity type, duration, and the amount of kudos earned. For example, 'Signed Up for Plus3' earned 50 kudos for \$0.5 to Motivate DE Causes. On the right side, there are logos for Special Olympics, Boys & Girls Club, and the Y. Below these is a 'Clubhouse News' section with a welcome message and a link to learn more. At the bottom, there's a 'Current Leaderboards' section showing the top users and their kudos counts.

## ✓ Using a free Plus3 Mobile App



## ✓ By Syncing with Devices





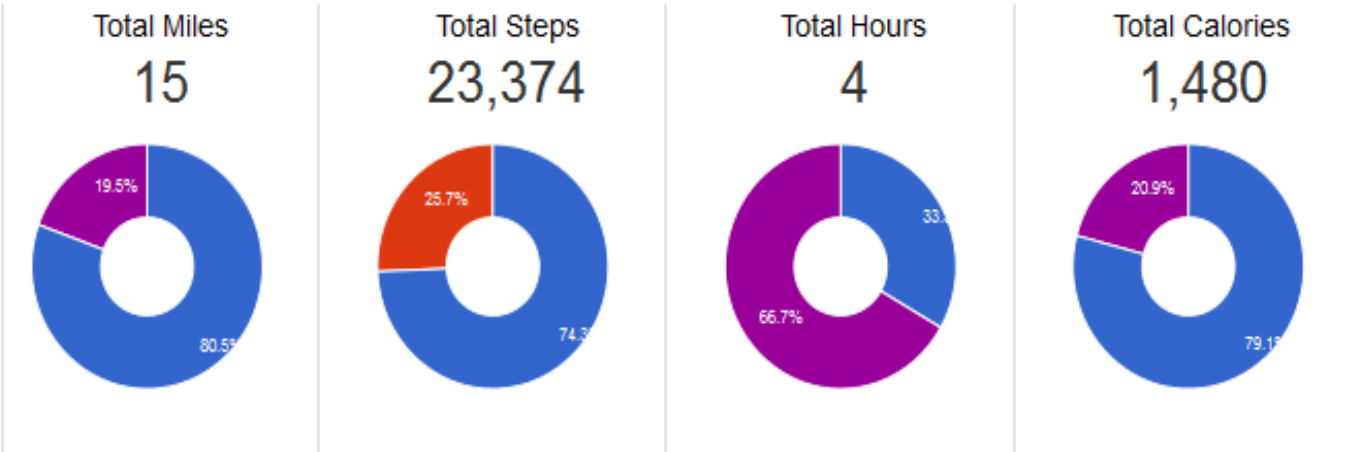
Jason D.

Send Friend Request

Trying to keep my eye on the prize.  
Member Since Oct, 2008  
Based in Wilmington, DE

May 2015 Activity Totals

[View Month's Totals](#) | [View Year's Totals](#) | [View Overall Totals](#)



My Cause & Sponsor



My Accolades

**\$2.77**  
This Month

**\$28.82**  
This Year

**\$500.02**  
Since I Started



**chandler farms**  
Running by Distance 4.93mi, 50min 40sec  
Jason D. at 02:43pm on 05/17/15

👍 1 | ❤️ 0 | 🚩

Earned 74 Kudos  
for \$0.74 to  
Motivate DE Causes



Motivate the First State Way to go Jason! Chandler Farms is a great place to run.  
Today at 4:29 PM

# Clubhouse Member Activity Sample

Earn Rewards & Recognition, Socialize with Fans, Friends & Family

## Wow Cow Fro Yo Walk

Interactive Mapping from  
your phone  
or fitness device

Members Can Share  
Plus 3 Activities Across Social  
Networks

**33**  
Kudos

for National Foundation on  
Fitness, Sports and Nutrition  
thanks to NBA Cares Community

Reward  
Charity



Uploaded by **Kristiana Kocis**  
4 AM

Summary

on July 27, 2010 @ 07:30 PM

Total Time: 01:00:00

Sport: Walking

Visibility: Anyone can see this.

Kudos Earned: 33

Distance: 2.2 Miles

Dollars Raised: **\$0.33**

Laps

Lap	Time	Dist.	Avg Bpm	Max Bpm	Calories
1.	01:00:00	2.2			

Friendly  
Recognition  
& Banter



**Bill Kern**

**Cycling raised \$0.39 for Breast Cancer Fund/Ahnu**

Easy spin around the neighborhood, first time on a real bike in awhile. Felt good.

43 minutes ago · Comment · Like · Share

facebook

Comments



**You said:**

I don't know what the title means, but I like it.  
Posted 4 hours ago



**Kristiana Kocis says:**

Dave and I walked to McConnell's Ice Cream - I always get the Wow Cow Frozen Yogurt because it's only 13 calories/oz and is quite yummy...

Posted 4 hours ago



**You said:**

Not to mention you burned the 13 calories on the return! Way to make it count!

Posted 1 second ago



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