State Health Improvement Plan and Progress Report

ACTION PHASE

Date Updated: July 1, 2016

This document is being submitted as: Initial Program Plan Revised Program Plan ❌ Midyear Progress Report ❌ Annual Progress Report

| Priority: Mental Health ☑ Healthy Behaviors |
| Strategy: Maximize and Develop Resources |
| Description: The purpose of this strategy is to improve the resource base for programs that impact upon the adoption of healthy behaviors. |

<table>
<thead>
<tr>
<th>Objective SMART format</th>
<th>Activities</th>
<th>Responsible Person or Agency</th>
<th>Timeline</th>
<th>Evaluation Measures</th>
<th>Accomplishments</th>
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DRAFT
July 1, 2016
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.</td>
<td>Identify prospective funders.</td>
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<td>2.</td>
<td>Engage prospects through individual and group meetings.</td>
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<td>3.</td>
<td>Secure funding from at least one foundation.</td>
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<td>4.</td>
<td>Set up fiscal mechanism to receive and disburse funds.</td>
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Identify and implement an incentive based fund raising tool (e.g. Plus3Network) to track participation and move contributions.

1. Secure initial funding
2. Enroll on website
3. Enroll participants
4. Leverage additional funding using initial success

Governor’s Council on Health Promotion and Disease Prevention: Sustainability Committee

1. Walkable/Bikeable Committee
2. Delaware Chamber of Commerce
3. Bike Delaware

DPH through Administrative contract for facilitator

April 15 – plan adopted
May 30 – engage primary prospects for support - outreach materials
Sep 30 – Setup fiscal mechanism
Oct 15 – Convene meetings for prospective donors – actual recruitment for funding

Website launch

May 7 – Launch Plus3-Network web-based system
June 1 – begin enrolling Plus3 participants
Sep 30 – pilot study ends

Funding obtained for charitable contribution

Participation

Participant frequency in logging into the system

Amount of contributions participants are able to move to charity

Number of entities providing funding.

Amount of financial contribution.

Website launch

Funding obtained for charitable contribution

Participation

Participant frequency in logging into the system

Amount of contributions participants are able to move to charity

Governor’s Council on Health Promotion and Disease Prevention: Sustainability Committee

DMH through Administrative contract for facilitator

Through contract with State Chamber of Contract, Plus3 engaged and mockup of website developed

- Additional funding for engaging partners and participants secured through DPH-PHHSBG
- Quarterly reports submitted by Plus3 Network indicate annual increase in participation is 10% per quarter
- Participation in activities logged

Number of entities providing funding.

Amount of financial contribution.

5,000 participants enrolled

Completed ($25,000 grant from Longwood)

Application submitted to Highmark

$80K additional funding has been secured partners

$20K has been moved to charity

$25K secured from Christiana Care Health Systems

Through contract with State Chamber of Contract, Plus3 engaged and mockup of website developed

- Additional funding for engaging partners and participants secured through DPH-PHHSBG
- Quarterly reports submitted by Plus3 Network indicate annual increase in participation is 10% per quarter
- Participation in activities logged
remains level following initial pilot