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
Motivating People to be Active & Healthy
Enabling Corporations to make a Difference in the Lives of Many
People + Health + Philanthropy
What is it?

• A great new 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 money moves to Delaware Charities:
  o Boys & Girls Clubs of DE
  o YMCA of DE
  o Special Olympics DE
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
Motivate the First State: How To Log Activities

✓ From a Computer Browser

✓ Using a free Plus3 Mobile App

✓ By Syncing with Devices
Motivate the First State: Member Pages

Jason D.

May 2015 Activity Totals

- Total Miles: 15
- Total Steps: 23,374
- Total Hours: 4
- Total Calories: 1,480

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

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

Interactive Mapping from your phone or fitness device

Members Can Share Plus 3 Activities Across Social Networks

Reward Charity

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

Friendly Recognition & Banter

Wow Cow Fro Yo Walk

Comments

Bill Kern

Cycling raised $0.39 for Breast Cancer Fund/Annu
Easy spin around the neighborhood, first time on a real bike in awhile. Felt good.
[43 minutes ago] Comment: Like - Share

Kristina 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...
[4 hours ago]

You said:

Not to mention you burned the 13 calories on the return! Way to make it count!
[1 second ago]
Partners include:

- Department of Health and Human Services
- YMCA of Delaware
- The Longwood Foundation
- Sussex County Government
- Healthy Sussex Coalition
- Delaware State Chamber of Commerce
- Bayhealth
- Beebe Medical Center
- Nanticoke Hospital
- Bike Delaware
Make it count.

“Together we can log one million miles and make each step, 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 Motivate the First State portal.

Get Busy. Take a walk. Ride your bike. Meet the love. Or participate in dozens of other healthy activities. As long as you’re active, you’re winning!

Track your moves. Log your minutes and record the activities that you’ve completed. You can even upload data from your Fitbit, smartphone, or PACE watch.

Make a difference. The points you earn will directly result in cash donations for the following organizations: the Boys and Girls Club of Delaware, the YMCA of Delaware, and Special Olympics Delaware.

Get started www.motivatethefirststate.com
Motivate the First State: Milestones

- Participants = 2,320 as of August 31st
- Onboarded 150+ employees from YMCA DE
- Onboarded 500+ employees from Sussex County Government
- Added 600+ members since August 1st
- Over $16,000 moved to charity
- Over 33,000 activities logged
- 80,000 miles logged
- 20,000 hours of activity logged
- 82 million-plus steps taken
- 11 million-plus calories burned
Motivate the First State: Physical Activities

Steps = 7900 logged activities
Motivate the First State: Health Actions

Top 20 Healthy Actions

1. Brushed Teeth
2. Drank 5 Glasses of Water Today
3. No Soda or Energy Drinks Today
4. Ate 5 Fruits / Veggies Today
5. No Alcohol Today
6. Slept Well 7+ Hours
7. Flossed Teeth
8. Smiled / Laughed / Good Day
9. No Desserts Today
10. Took My Prescription
11. No Smoking Today
12. Cooked and Ate a Meal from Scratch
13. Family Time
14. Chores
15. Applied Sunscreen
16. Volunteer Time
17. Meditated / Spiritual Time
18. Cared for Livestock - Pets
19. Play Time with Kids
20. Visited Parents
## Motivate the First State: Logged Activities

<table>
<thead>
<tr>
<th></th>
<th>Kent County</th>
<th>New Castle County</th>
<th>Sussex County</th>
<th>Other</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of Profiles</strong></td>
<td>176</td>
<td>810</td>
<td>898</td>
<td>436</td>
<td>2320</td>
</tr>
<tr>
<td><strong>Steps / FitBit Uploads</strong></td>
<td>462</td>
<td>3,968</td>
<td>1,664</td>
<td>1,806</td>
<td>7,900</td>
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<tr>
<td><strong>Walking Activities</strong></td>
<td>236</td>
<td>893</td>
<td>427</td>
<td>272</td>
<td>1,828</td>
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<tr>
<td><strong>Cycling Activities</strong></td>
<td>247</td>
<td>816</td>
<td>169</td>
<td>218</td>
<td>1,450</td>
</tr>
<tr>
<td><strong>No Smoking Today</strong></td>
<td>20</td>
<td>426</td>
<td>33</td>
<td>106</td>
<td>585</td>
</tr>
<tr>
<td><strong>No Soda or Energy Drinks Today</strong></td>
<td>97</td>
<td>715</td>
<td>224</td>
<td>171</td>
<td>1,207</td>
</tr>
</tbody>
</table>
Top 20 Kent County Activities

Steps = 462
Top 20 New Castle County Activities

Steps = 3,968
Top 20 Sussex County Activities

Steps = 1,664
Motivate the First State: Next Steps

1. Create a personal profile and start making your healthy activities count!
   www.MotivateTheFirstState.com
2. Sync a FitBit or Garmin device if you have one
3. Download the free app from iTunes or Google Play!
4. Log all of your healthy activities and each time you do, our Delaware partner charities benefit.
5. Encourage friends & family to sign-up!