

# 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

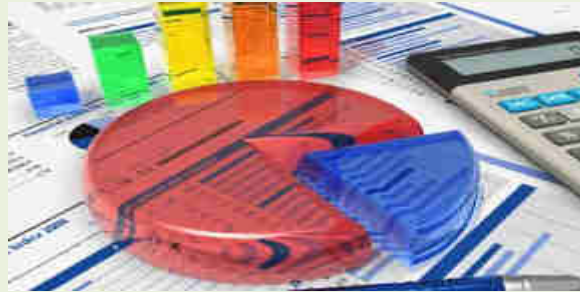




**Good for People.**



**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.

on a push-up  
swim a lap  
do jumping jacks

go running  
walk your dog  
more...





## 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:
  - Boys & Girls Clubs of DE
  - YMCA of DE
  - Special Olympics DE



## 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

**MOTIVATE THE FIRST STATE** Clubhouse  
Powered by Plus3.com  
70  
\$0.70  
\$12,004

Make every time you're active count for charity.

Log It, We'll Make It Count For Motivate DE Causes!

Enter by hand... or Use checkboxes or Upload from a device

Outdoor Join Me Friends & Me Everyone in Plus3 Healthy stats: Hide Show

Activity	Date/Time	Earnings
Signed Up for Plus3	Completed Sign Up 1:00pm, Fri Deborah B. at 01:54pm on 05/28/15	Earned 50 Kudos for \$0.5 to Motivate DE Causes
aerobics	Aerobics / Cardio 10min May G. at 01:47pm on 05/28/15	Earned 38 Kudos for \$0.38 to Motivate DE Causes
Signed Up for Plus3	Completed Sign Up 1:00pm, Fri Katy C. at 01:13pm on 05/28/15	Earned 50 Kudos for \$0.5 to Motivate DE Causes
Signed Up for Plus3	Completed Sign Up 1:00pm, Fri Andrea S. at 01:11pm on 05/28/15	Earned 50 Kudos for \$0.5 to Motivate DE Causes
Staying active...	Golf - by Time 45 Don T. at 05:20am on 05/28/15	Earned 80 Kudos for \$0.8 to Motivate DE Causes
Staying active...	Yoga 1hr May G. at 01:13pm on 05/27/15	Earned 70 Kudos for \$0.7 to Motivate DE Causes

Special Olympics BOYS & GIRLS CLUB the Y

Clubhouse News  
Welcome to the Motivate the First State Clubhouse!

Current Leaderboards

User	Kudos
Branda L.	5385 Kudos
Melinda H.	4431 Kudos
Don T.	2596 Kudos



# Motivate the First State: How To Log Activities



✓ From a Computer Browser

The screenshot shows the Motivate website interface. At the top, there's a navigation bar with the Motivate logo and 'THE FIRST STATE Clubhouse'. Below that, a header reads 'Log It, We'll Make It Count For Motivate DE Causes!'. There are options to 'Enter by hand', 'Use checkbooks', or 'Upload from a device'. A list of activities is displayed, each with a user profile, a description of the activity, and the kudos earned. For example, 'Signed Up for Plus3' activities have earned 50 kudos for \$0.5 to Motivate DE Causes. Logos for 'Special Olympics' and 'Boys & Girls Club' are also visible.

✓ Using a free Plus3 Mobile App

This block contains two screenshots of the Plus3 mobile app. The left screenshot is from an iPhone, showing the app's home screen with a list of users and their kudos counts, such as 'Lori Fabris' with 651 kudos and 'Joe Fabris' with 740 kudos. The right screenshot is from an Android phone, showing a detailed activity log with a map, a line graph of activity over time, and statistics like 'Distance: 20.89 mi' and 'Avg Speed: 2.3 mph'.

✓ By Syncing with Devices





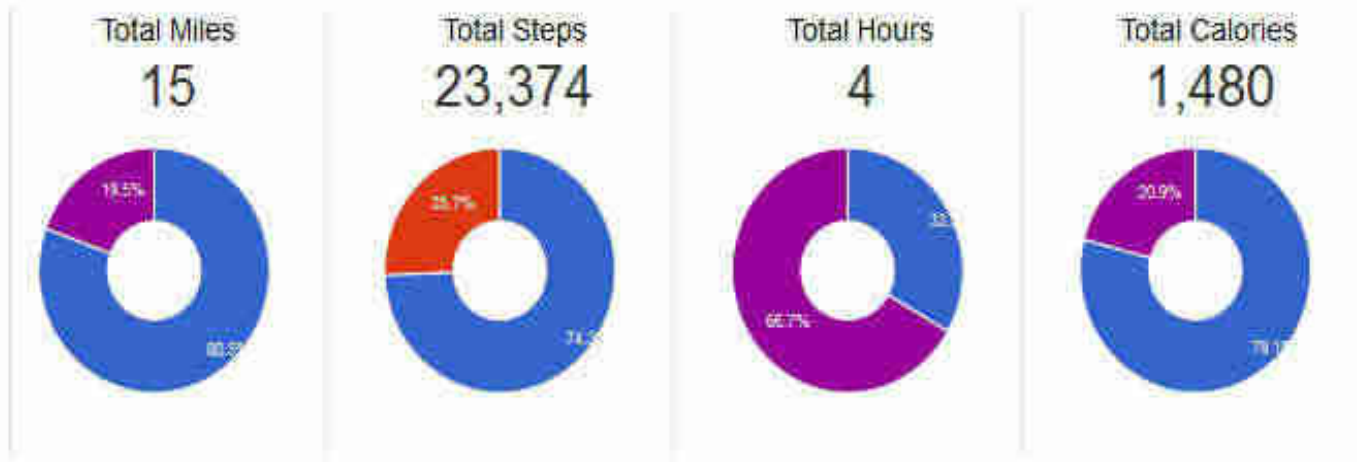
**Jason D.**

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



**chandler farms**

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



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



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

Uploaded by **Kristiana Kocis** 4 AM

**Reward Charity**

Summary  
on July 27, 2010 @ 07:36 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	Time	Dist	Avg Epm	Max Epm	Calories
1	01:00:00	2.2			

**Friendly Recognition & Banter**

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





## 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, 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 [Play](#) 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 in 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)



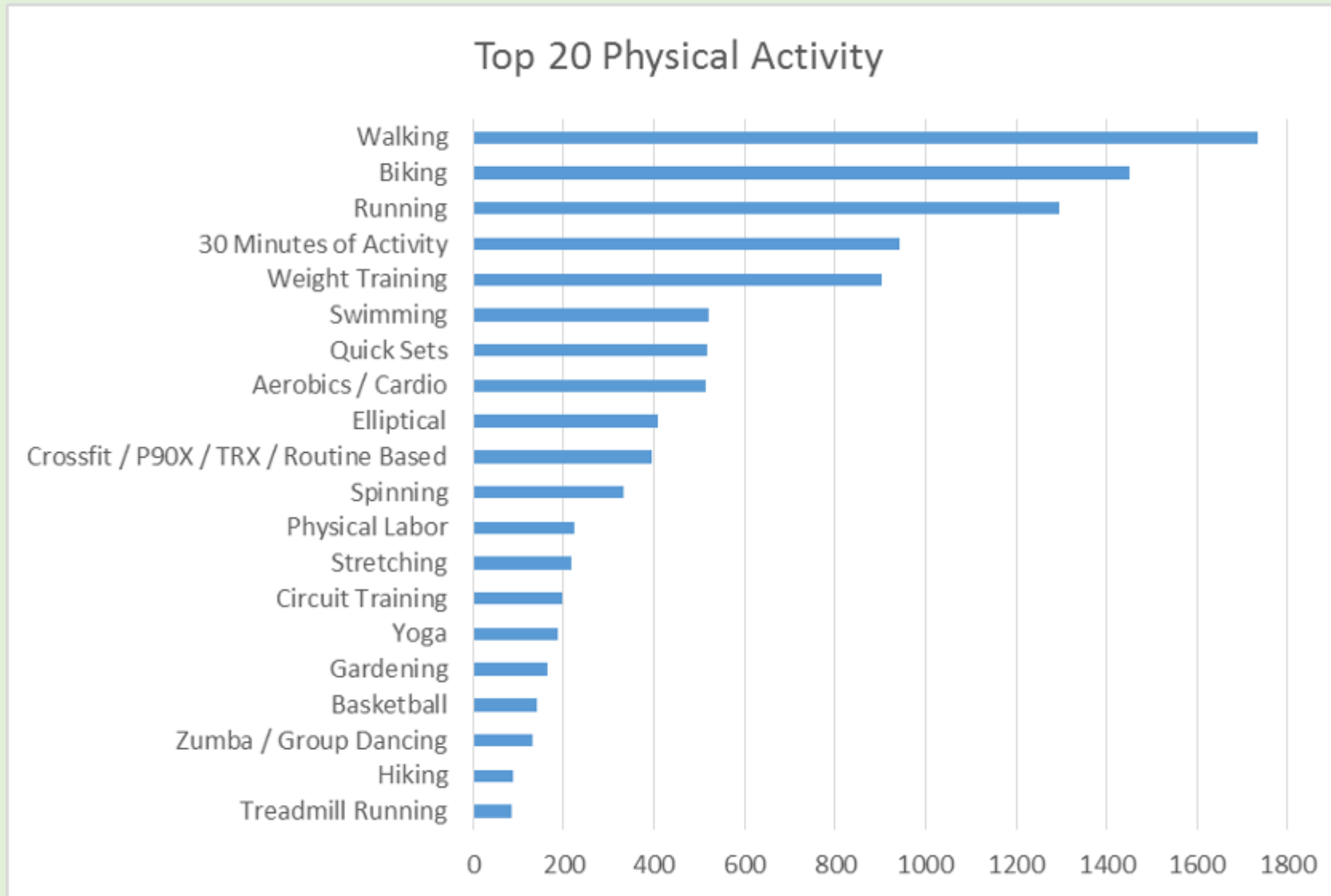


# Motivate the First State: Milestones

- Participants = 2,320 as of August 31<sup>st</sup>
- Onboarded 150+ employees from YMCA DE
- Onboarded 500+ employees from Sussex County Government
- Added 600+ members since August 1<sup>st</sup>
- 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



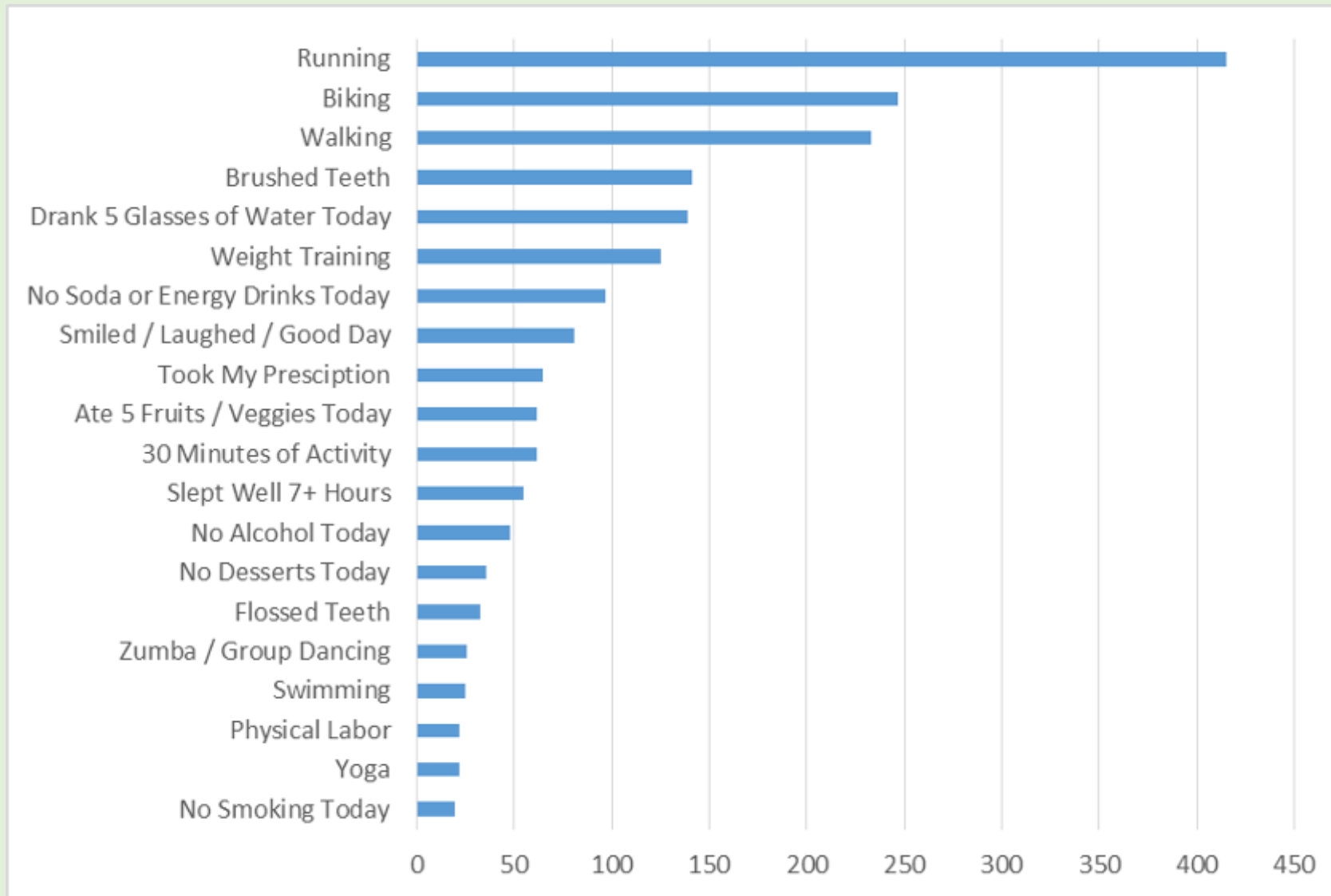
## Motivate the First State: Logged Activities



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

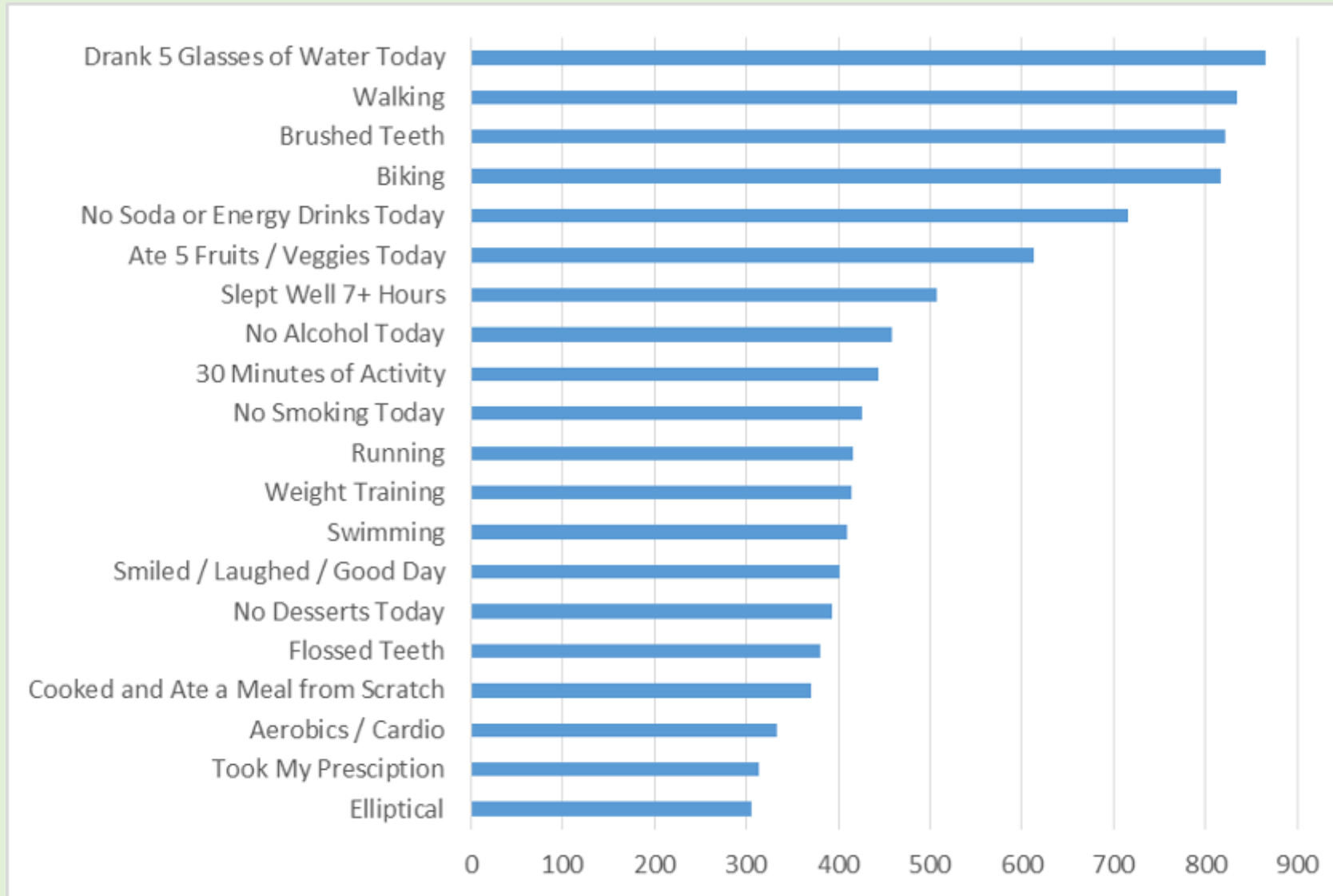


## Top 20 Kent County Activities



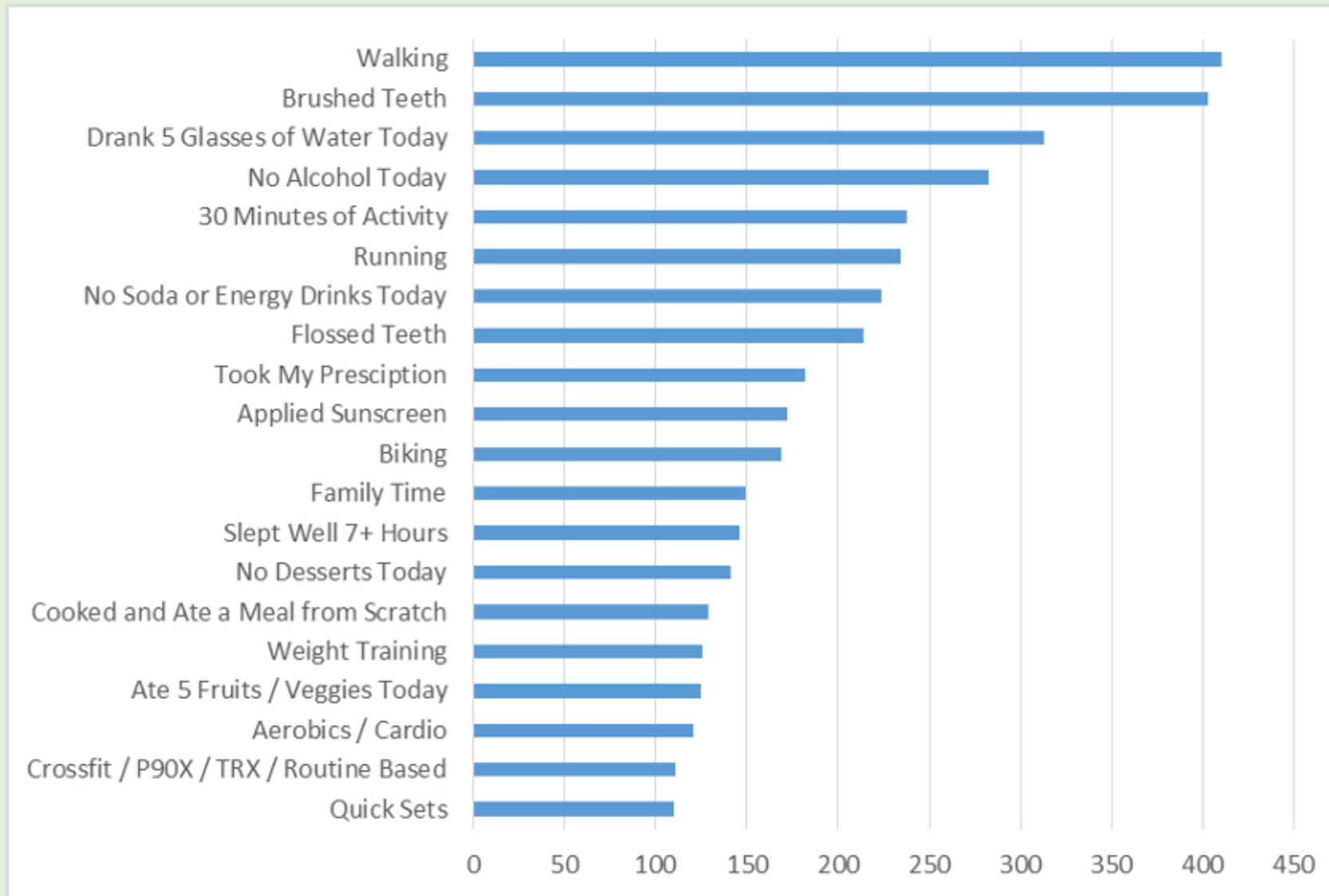
Steps = 462

# Top 20 New Castle County Activities



Steps = 3,968

## Top 20 Sussex County Activities



Steps = 1,664

# Motivate the First State: Next Steps

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1. Create a personal profile and start making your healthy activities count!

[www.MotivateTheFirstState.com](http://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!



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go running  
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