The First Delaware State Health Improvement Plan

Assure Infrastructure necessary to increase adoption of HE/AL

**Strategy 2: Build Support for Change**

Presented by:
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Build Support for Change

- Identify Priority Settings
- Identify Key Informants
- Stakeholder training & development
- Develop strategies based on policy-related issues
- Create Messaging Materials
- Engage participants to improve their knowledge and behaviors around walking and biking, and healthy nutritional choices
- Convene & Survey champions
Identify Priority Settings

Priority Settings

Schools

Faith-based organizations

Non-profits/community organizations

Worksites
Stakeholder Advocacy Strategy

Convene Stakeholders
- Initiated among six organizations
- Bi-Monthly meetings, March through September

Develop Strategies
- Cross-Cutting
- Walkable/Bikeable
- Representative of diverse statewide organizations
Mobilize Network for Advocacy

May 2015: Governor Markel announces Motivate the First State initiative at Bike Summit

June
1. Motivate the First State launch
   • Community engagement begins; promotional resources disseminated among partner organizations

August 2015:
Motivate the First State activity to date
• 33,000 miles
• 375,000 steps taken
• 53.3M calories burned
• 1096 logged rides = 21,452
associated miles

July 2015:
• Over 650 worksite members “on-boarded”
• Over 20% “organic growth” from children & family groups

September 2015:
• (12) Motivate the First State trainings conducted
• 1400 total members
• $29K+ raised
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 campaign 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 organisations 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 Plus 3 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 organisations: the Boys and Girls Clubs of Delaware, the YMCA of Delaware, and Special Olympics Delaware.

Get started www.motivatethefirststate.com
FALL 2015 SCHEDULE

RETHINK YOUR DRINK:
Did you know that...
1 bottle of soda (20 oz.) has about 18 teaspoons of sugar?
You’d have to bike for about 1 hour to burn off the calories in a 20 oz. bottle of soda?

MOTIVATE:
Did you know that...
you can help kids in Delaware by being physically active? Learn more at MotivateDelaware.com

Special thanks to the Division of Public Health’s MIND program for providing partial funding to support the Worksite Wellness Initiative.
• Bike Delaware Social Media Followers
  • 2300+ Facebook®
  • 1800+ Twitter®
  • 2000+ member listserve
• 32 separate Social-Media posts
  • between June 12th & September 27th posted/tweeted/emailed
• Example from July 2nd Facebook® post
  • VIEWED 572 times