

State Health Improvement Plan and Progress Report

ACTION PHASE

Date Updated: September 28, 2015

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.

Objective SMART format	Activities	Responsible Person or Agency	Timeline	Evaluation Measures	Accomplishments
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<p>Develop funding plan for Motivate the First State pilot physical activity initiative</p>	<ol style="list-style-type: none"> 1. Identify prospective funders. 2. Engage prospects through individual and group meetings. 3. Secure funding from at least one foundation. 4. Set up fiscal mechanism to receive and disburse funds. 	<p>Governor’s Council on Health Promotion and Disease Prevention: Sustainability Committee</p>	<p>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</p>	<p>Number of entities providing funding. Amount of financial contribution.</p>	<ul style="list-style-type: none"> • 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.
<p>Identify and implement an incentive based fund raising tool (e.g. Plus3Network) to track participation and move contributions.</p>	<ol style="list-style-type: none"> 1. Secure initial funding 2. Enroll on website 3. Enroll participants 4. Leverage additional funding using initial success 	<p>Governor’s Council on Health Promotion and Disease Prevention:</p> <ul style="list-style-type: none"> • Walkable/Bikeable Committee • Delaware Chamber of Commerce • Bike Delaware 	<p>May 7 – Launch Plus3-Network web-based system June 1 – begin enrolling Plus3 participants Sep 30 – pilot study ends</p>	<p>Website launch Funding obtained for charitable contribution Participant enrollment Participant frequency in logging into the system Participant activity Amount of contributions participants are able to move to charity</p>	<p>Through contract with State Chamber of Contract, Plus3 engaged and mockup of website developed</p>