

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

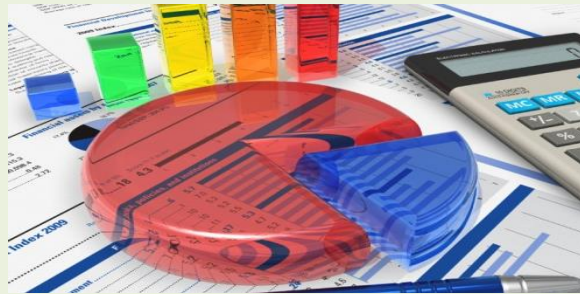




Good for People.



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.

do a push up
swim a lap
do jumping jacks

go running
walk your dog
mow your lawn





What is it?

- A 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 funding moves to Delaware Charities:
 - Boys & Girls Clubs of DE
 - YMCA of DE
 - Special Olympics DE



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 Medical Center
- Beebe Medical Center
- Nanticoke Memorial Hospital
- Christiana Care Health System
- Bike Delaware
- New for 2016 – Faith-based community partners

Motivate the First State:



Milestones:

- 2,620 Delawareans are Participating
- Over 100,000 activities logged
- 5.4 Million Minutes of Activity
- 300,000 Active Miles
- Onboarded 150+ employees from YMCA DE
- Onboarded 500+ employees from Sussex County Government
- Over \$47,000 moved to charity



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 Plus3 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 organizations: the Boys and Girls Clubs of Delaware, the YMCA of Delaware, and Special Olympics Delaware.

Get started

www.motivatethefirststate.com



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

The screenshot displays the 'MOTIVATE THE FIRST STATE Clubhouse' interface, powered by Plus3.com. The top navigation bar includes links for Home, My Health, My Calendar, Teams, and Explore. A sidebar on the right shows user statistics: My Kudos (70), I've Raised (\$0.70), and Clubhouse Total (\$12,304). The main content area is titled 'Log It, We'll Make It Count For Motivate DE Causes!' and features a list of user activities. Each activity entry includes a user profile picture, the activity name, duration, completion time, and the kudos earned for that activity. For example, Deborah S. completed a 'Signed Up for Plus3' activity, earning 50 kudos for \$0.5 to Motivate DE Causes. The right sidebar contains logos for Special Olympics, Boys & Girls Club, and the Y, along with a 'Clubhouse News' section and a 'Current Leaderboards' section listing top users like Brenda L. with 5355 kudos.

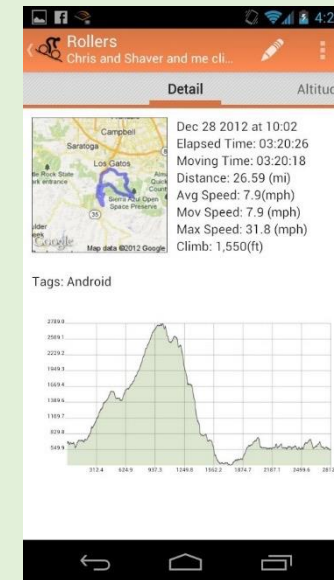
Motivate the First State: How To Log Activities



✓ From a Computer Browser

The screenshot shows the Motivate the First State Clubhouse website. At the top, there's a green header with the MOTIVATE logo, 'THE FIRST STATE Clubhouse', and 'Powered by Plus3.com'. Below this is a navigation bar with links like Home, My Health, My Calendar, Teams, and Explore. The main content area is titled 'Log It, We'll Make It Count For Motivate DE Causes!'. It features a form to log activities with options to 'Enter by hand...', 'Use checkboxes', or 'Upload from a device'. Below the form, there's a list of recent activities, each showing the user's name, the activity type, duration, and the amount of kudos earned. For example, 'Signed Up for Plus3' earned 50 kudos for \$0.5 to Motivate DE Causes. On the right side, there are logos for Special Olympics, Boys & Girls Club, and the Y. Below these is a 'Clubhouse News' section with a welcome message and a link to learn more. At the bottom, there's a 'Current Leaderboards' section showing the top users and their kudos.

✓ Using a free Plus3 Mobile App



✓ By Syncing with Devices





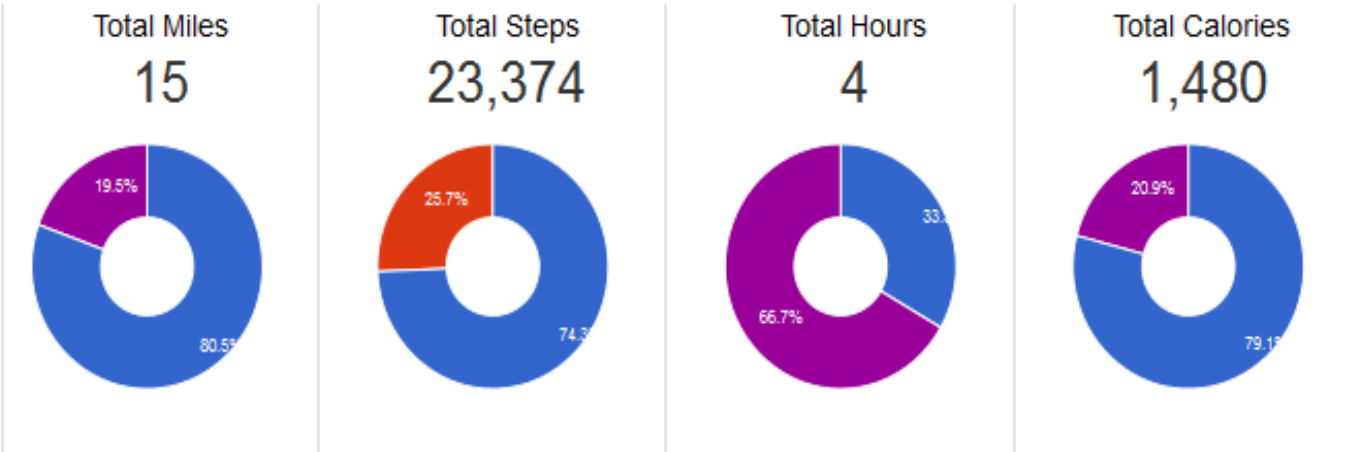
Jason D.

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

\$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

👍 1 | ❤️ 0 | 🚩

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

Interactive Mapping from
your phone
or fitness device

Members Can Share
Plus 3 Activities Across Social
Networks

33
Kudos

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

Reward
Charity



Uploaded by **Kristiana Kocis**
4 AM

Summary

on July 27, 2010 @ 07:30 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

Lap	Time	Dist.	Avg Bpm	Max Bpm	Calories
1.	01:00:00	2.2			

Friendly
Recognition
& Banter



Bill Kern

Cycling raised \$0.39 for Breast Cancer Fund/Ahnu

Easy spin around the neighborhood, first time on a real bike in awhile. Felt good.

43 minutes ago · Comment · Like · Share

facebook

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

MOTIVATE

THE FIRST STATE

Make every time you **ride a bike** count for charity.

do a push up
swim a lap
do jumping jacks

go running
walk your dog
mow your lawn

