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.

Motivating People to be Active & Healthy

Good for Business.

Enabling Corporations to make a Difference in the Lives of Many

Good for Communities.

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
mow your
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:
  o Boys & Girls Clubs of DE
  o YMCA of DE
  o 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 First State website.

Get Busy. Take a walk. Ride your bike. Move those legs. 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 watch, smartphone, or GPS unit.

Make a difference. The points you earn will connect 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
Good for Business & Community

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: How To Log Activities

- From a Computer Browser
- Using a free Plus3 Mobile App
- By Syncing with Devices
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

Wow Cow Fro Yo Walk

Friends & Family

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

33 Kudos

Uploaded by Kristiana Kocis

Summary

on July 27, 2010 @ 07:30 PM Kudos Earned: 33
Total Time: 01:00:00 Distance: 2.2 Miles
Sport: Walking Dollars Raised: $0.33

Visibility: Anyone can see this.

Laps

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<th>Time</th>
<th>Dist.</th>
<th>Avg Bpm</th>
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<td>2.2</td>
<td></td>
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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
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