State Health Improvement Plan

Healthy Eating & Active Living

Strategy:
Maximize and Develop Resources
Maximize and Develop Resources

This strategy addresses the need to identify and leverage resources – philanthropic, corporate, public and other prospective donors to support and sustain efforts to improve health behavior.
Objective 1:

• Develop funding plan for Governor’s Council on Health Promotion and Disease Prevention
  • 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
  - Enroll on website
  - Enroll participants
  - 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
Good for Business & Community

Corporate Giving Inspiring People to Get Active – Enhancing Brand Value

Social Networking:
Individuals on Sponsored Club Pages

Personally Relevant & Highly Engaging

Peer / Community Support & Accountability

Opportunity Driven Behavioral Change

Builds Brand Awareness & Consumer /Employee Trust

The idea that every time I do something good for me, that it also benefits a cause I care about is incredibly motivating
The Clubhouse

Personal & Community Health meets Corporate Philanthropy
Real-time ticker on good deeds done well

Funds Raised
Total funds raised by month, year and since the journey started

How You Make it Count
Top activities & latest logged by your colleagues

Monthly Leader Boards
Watch yourself move up the ranks each month!

News, Promotions & Programs
Connect daily with call-to-actions, health, coaching and nutrition tips, how-to videos, you name it

Our Mission
To serve and strengthen the President’s Council on Fitness, Sports, and Nutrition and its mission by facilitating investments and partnerships that engage, educate, and empower all Americans to lead healthy, active lives.

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Clubhouse Member Activity Sample

Wow Cow Fro Yo Walk

Interactive Mapping from your phone or fitness device

Members Can Share Plus 3 Activities Across Social Networks

Earn Rewards & Recognition, Socialize with Fans, Friends & Family

Reward Charity

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

Total Time: 01:00:00
Distance: 2.2 Miles
Sport: Walking

Laps

1. 01:00:00

Comments

You said:
I don’t know what the title means, but I like it.
Posted 4 hours ago

Kristiana Koci 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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State Health Improvement Plan
Healthy Eating & Active Living

Strategy:
Building Support for Change
Building Support for Change

This strategy addresses the need to generate a climate in which Delawareans are KNOWLEDGEABLE about and SUPPORT efforts to improve health behavior
Objective 1: Identify key stakeholders and decision makers within each priority area

Activities:

- Priority settings (business, academia, community, elected officials, etc.) will be identified by the Governor’s Council on Health Promotion and Disease Prevention’s Steering Committee (CHPDP)

- Champions for each priority setting are contacted to begin building support for change
  - Who is in a position to influence public opinion?
Objective 2: Create a strategy for stakeholder advocacy

Activities:

- Conduct key informant interviews to develop recommendations for advocacy strategies

- Based on recommendations, CHPDP will identify advocacy strategies to begin building support for change
Objective 3: Mobilize a network of stakeholders to advocate for change

Activities:

- Create messaging materials (social marketing; social media) based on interviews and strategy recommendations
- Engage setting-specific champions
  - Who will be responsible for disseminating messaging?
- Convening and training champions
  - How are materials presented? What channels are used?