

# **The First Delaware State Health Improvement Plan**

**Assure Infrastructure necessary to  
increase adoption of HE/AL**

***Strategy 2: Build Support for Change***

Presented by:

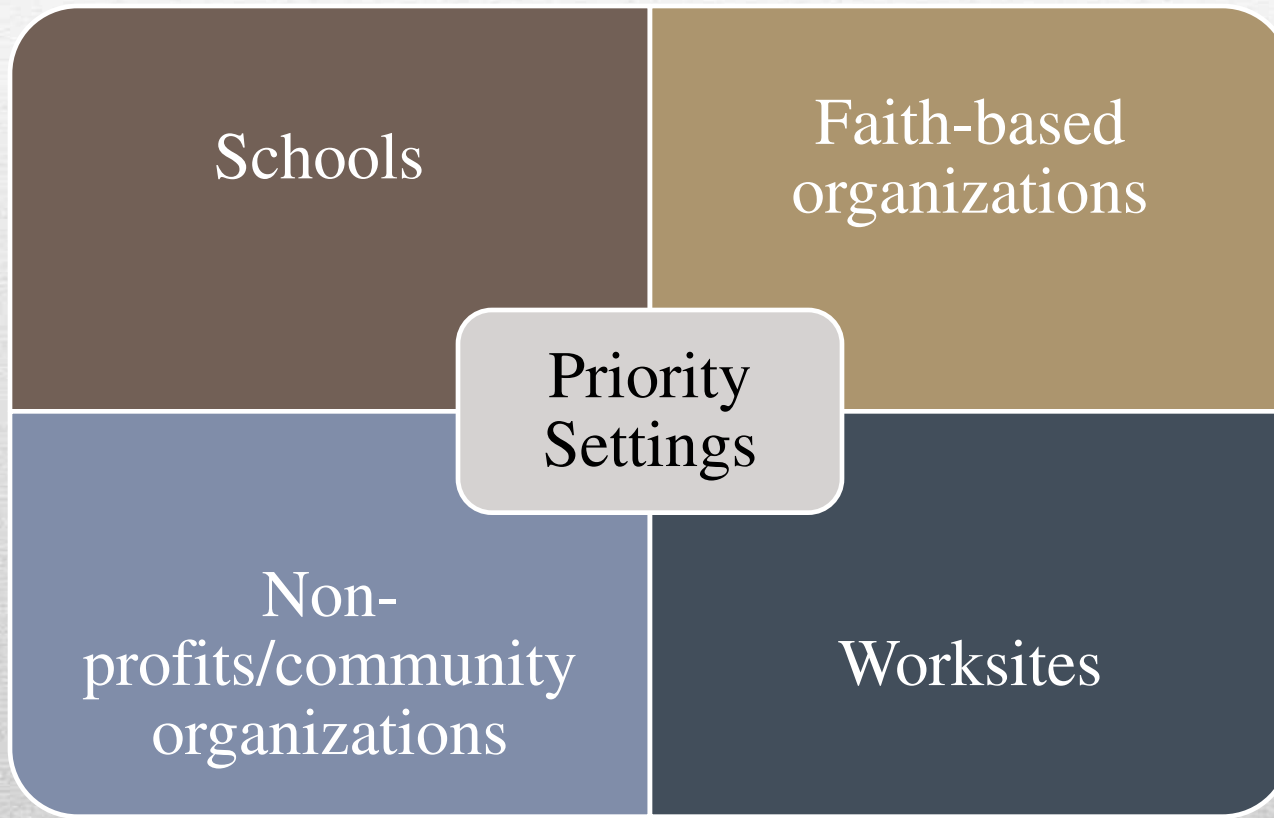
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# Build Support for Change



# Identify Priority Settings



# Stakeholder Advocacy Strategy



# Mobilize Network for Advocacy

**Motivate the Frist State** brand and messaging is developed

June 1: **Motivate the Frist State** launch

- Community engagement begins; promotional resources disseminated among partner organizations

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

August 2015: **Motivate the Frist State** activity to date

- 53,000 miles
- 56M steps taken
- 5,7M calories burned
- 1,056 logged rides = 21,152 associated miles

July 2015:

- Over 650 worksite members "on-boarded"
- Over 20% "organic growth" from children & family groups

September 2015:

- (12) **Motivate the Frist State** trainings conducted
- 2,400 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 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.

Powered by 

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

Get started

[www.motivatethefirststate.com](http://www.motivatethefirststate.com)



# Healthy Sussex WORKSITE Wellness

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

THE FIRST STATE

Make every time you're active count for change.

**Did you know that...**

you can **help kids** in Delaware  
by being physically active? Learn more at  
[Motivatethefirststate.com](http://Motivatethefirststate.com)

*Special thanks to the Division of Public Health's PANO program for providing partial funding to support the Worksite Wellness Initiative.*

The screenshot shows a Facebook post from the page 'Bike Delaware'. The post text reads: 'What if every time you went on a ride, money automatically went to three Delaware charities?'. Below the text is a graphic with a green bicycle icon, an equals sign, three money bags, and the word 'for'. Underneath the graphic are the logos for 'BOYS & GIRLS CLUBS OF DELAWARE', 'Special Olympics Delaware', and 'the YMCA OF DELAWARE'. The post includes the text 'We Ride. They Make Money!' and a description: 'What if every time we took a ride, money automatically went to the Boys & Girls Clubs of Delaware, YMCA of Delaware and Special Olympics Delaware (SODE)? It's called "Motivate The First State". If you are a supporter of one or more of...'. The URL 'WWW.BIKEDE.ORG' is provided. At the bottom of the post, it shows '64 Likes 3 Comments 3 Shares' and buttons for 'Like', 'Comment', and 'Share'.

- Bike Delaware Social Media Followers
  - 2300+ **Facebook**<sup>®</sup>
  - 1800+ **Twitter**<sup>®</sup>
  - 2000+ member listserve
- 32 separate Social-Media posts
  - between June 12<sup>th</sup> & September 27<sup>th</sup> posted/tweeted/emailed
- Example from July 2<sup>nd</sup> **Facebook**<sup>®</sup> post
  - VIEWED 572 times



## DAY-OVER-DAY ACTIVITY TRENDS



View ▾ | ● distance (1853) ● time (8692) ● steps (12354) ● goals (21550) ● signups (1140) count per 1d | (45589 hits)

