

# 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:

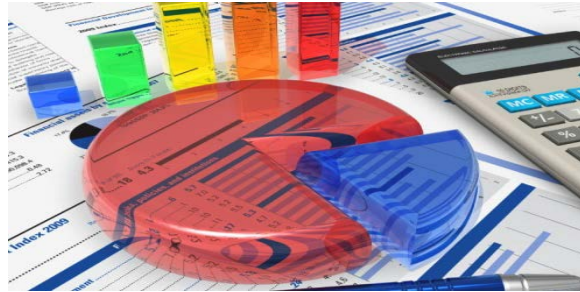
- **Identify and implement an incentive based fund raising tool to track participation and move contributions.**
  - Secure initial funding
  - Enroll on website
  - Enroll participants
  - Leverage additional funding using initial success



**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**

## 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 screenshot displays the Plus 3 Network website interface. At the top, navigation tabs include Home, People, Activities, Calendar, Challenges, and Outhouses. A prominent banner for the 'COMMUNITY Caravan' program shows fundraising progress: '\$1,245.05 this month', '\$22,067.39 this year', and '\$32,352.64 since we started'. Below this, a grid of 'Sponsored Members (203)' is visible. The main content area features the 'FIT' program, a 'Program of NBA Cares', with sections for 'FOR KIDS', 'FOR FAMILIES', and 'FOR ADULTS'. A 'WORKOUT LIKE THE PROS' section highlights 'Cavs Get FIT As A Pro' and 'Bucks Special Olympics'. A 'NBA FIT TEAM' section features 'Carmelo Anthony'. A 'FOLLOW US' section shows the Facebook page for 'The National Foundation on Fitness, Sports & Nutrition' with 299 likes. A 'This Month's Leader Board' lists members like John Viplana (1857 Kudos) and Patrick Ciccone (1238 Kudos).

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

## 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

Home People Groups Activities Calendar Challenges Clubhouses Welcome back, Rick | Sign Out

**COMMUNITY Caravan**

We've Raised...  
**\$364.59** this month.  
**\$967.08** this year.  
**\$30,827.95** since we started.

Sponsored Members (2390)

**COMMUNITY Caravan** We've raised **\$30,827.95** for our cause.

**FIT** A Program Of **NBA Cares**

FITNESS NUTRITION PROGRAMS PARTNERS

FOR KIDS FOR FAMILIES FOR ADULTS

WORKOUT LIKE THE PROS

CAVE GET FIT AS A PRO  
As part of NBA FIT Live Healthy Week, the Cavaliers held a clinic encouraging kids, families and adults to be physically active.

Bucks Special Olympics  
The Milwaukee Bucks players and coaches recently hosted a basketball clinic for over 200 Special Olympics athletes.

**Carmelo Anthony**  
This four-time All-Star works with the rest of the New York Knicks to host fitness clinics around the 11-state area.

PROGRAMS TEAMS PLAYERS PARTNERS

Latest Activities By Sponsored Members

**Quick dog walk**  
Walking: 0.7 Miles  
Breast Cancer Fund/Ahnu  
Created by **Ruth Feldman** on Feb 21, 2012 @ 06:45 AM  
Earned 11 Kudos  
Raised \$0.00

**Back stretch, core, squats, arms**  
Stretching: 00:22:00  
Breast Cancer Fund/Ahnu  
Created by **Ruth Feldman** on Feb 21, 2012 @ 06:18 AM  
Earned 10 Kudos  
Raised \$0.00

**Other**  
Other - Distance Based: 5.6 Miles  
Breast Cancer Fund/Ahnu  
Created by **Elizabeth Doerry** on Feb 21, 2012 @ 05:59 AM  
Earned 9 Kudos  
Raised \$0.00

**Commute To Office**  
Road Biking: 10.3 Miles  
Breast Cancer Fund/Ahnu  
Earned 41 Kudos  
Raised \$0.00

**THE NATIONAL FOUNDATION ON FITNESS, SPORTS AND NUTRITION**

**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.

**DONATE NOW**

**FOLLOW US**

**This Month's Leader Board**

<b>Richard Barron</b>	<b>4258 Kudos</b>
<b>Amy Do</b>	<b>4129 Kudos</b>
<b>Moe Kyari</b>	<b>3999 Kudos</b>
<b>Linh Nguyen</b>	<b>3797 Kudos</b>
<b>David Stockwell</b>	<b>3274 Kudos</b>

**How We Make It Count**

Road Biking	16953
Walking	15932
Running	12670

### How You Make it Count

Top activities & latest logged by your colleagues

### News, Promotions & Programs

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

### Monthly Leader Boards

Watch yourself move up the ranks each month!

# 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

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

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

Uploaded by **Kristiana Kocis** 4 AM

**Reward Charity**

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

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

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

**Friendly Recognition & Banter**



# 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?