

HEART AND SOLE



Reiley Curran, Karla Bernath
St. Joseph Mercy Chelsea

Intervention also funding in:

- Year 1: \$5,000
- Year 2: \$6,500
- Year 3: \$5,903

Amount Requested:

\$6,000

Type of intervention:

- Behavior
- System

Heart and Sole

Brief Description

- I. Goal: Increase the number of people participating in the Heart and Sole event, in order to get people moving more, and raise money for mental health services in Chelsea.
- II. What: H&S is an annual run/walk/big event for youth and adults held in Chelsea. This is the 26th Heart and Sole, and all the proceeds will be donated to Behavioral Health Services at St. Joe's Chelsea.
- III. Who: youth and adults; we have kindergarten students all the way up to grandparents participating in this event every year
- IV. When: May 9, 2015
- V. Participant T-shirt Color: Lime Green, for mental health!

Heart and Sole

Link to Coalition's 1 & 5 year plans

- What goal(s) in the plan does it address?
 - Heart and Sole fits with the coalition's goals to 1) increase the number of individuals working toward and maintaining a healthy weight, 2) increasing physical activity, and 5) providing support and strategies for social and emotional wellbeing.
- How is it connected to coalition's strategy and vision?
 - Heart and Sole is the epitome of "Friends and Family Wellness," because so many people participate with their friends and family. Parents are running with their kids, who trained for the event with their friends in the Guys and Gals on the Go, or Kids on Course programs at the schools. Residents at St. Louis Center and Silver Maples participate in the 2 mile or 5k walks as teams. Groups of bikers ride the 13.8 miles together, and some of them hop off their bikes to run too!
 - Heart and Sole promotes physical activity in a social environment, and all the proceeds will go to improving mental health services at the hospital.
- What health/wellness survey question(s) does this intervention address?
 - Number of youth and adults engaging in physical activity at least three times per week
 - Number of youth and adults with a healthy BMI
 - Number of youth and adults who have experienced depression in the past twelve months.

List all the goals of the intervention

1. Increase Participation in the Heart and Sole Event
2. Raise money for mental health services in Chelsea

For the primary goal provide the following information:

| SMART | Goal 1: |
|--|---|
| Specific Goal | <ol style="list-style-type: none"> 1. Increase Participation in the Heart and Sole Event 2. Raise money for mental health services in Chelsea |
| How success will be measured | <ol style="list-style-type: none"> 1. # of participants, # of sponsors, # of volunteers 2. Total \$ donated |
| Describe what data will be collected and who will collect it | Race Director, Karla Bernath, Department Secretary, Autumn Orta |
| Why do you think the goal is achievable? | <ol style="list-style-type: none"> 1. We have increased participation from 200 in 2009 to 650 in 2014. 2. We have increased the amount donated from \$5,600 in 2010 to \$10,500 in 2014 |
| Is the timeline achievable | Race Day is May 9, 2015. Donation will be made by June 30, 2015, to allow time for all sponsorships to be received, and final bills to be paid. |

Units of Engagement

- Units of engagement = (700 participants x 1 event x 2.5 hours)+(75 volunteers x 1 event x 2.5 hours) = 1,937.5 units of engagement

Key Evaluation Data

- # of participants
- # of sponsors
- total money raised through sponsorships
- # of volunteers
- Participant and Volunteer Feedback Surveys
- Post-event Volunteer Celebration (qualitative feedback)

Responsible Parties

Responsible Parties:

- Karla Bernath, Race Director
 - Point Person for Event
 - Obtaining permits and permissions
 - Recruiting volunteers
 - Soliciting sponsors
 - Collecting and analyzing data
 - Preparing and presenting reports
 - Coordinating events on the day of the race.
- Reiley Curran, Community Health Improvement Manager at SJMC
 - Support Karla as needed
- Autumn Orta, Community Health Improvement Department Secretary at SJMC
 - Support Karla as needed
- Judy Stratman, Director of Marketing and Development at SJMC
 - Assist with marketing and sponsorships
- Monique Coffman, Graphic Artist
 - Marketing support for race
- Karla is in the process of assembling a committee of volunteers to plan components of the event including course marshals, water stations, awards, and refreshments.

Partner Organizations

- Chelsea School district
- Chelsea Police Department
- Washtenaw County Sheriff
- Washtenaw County Road Commission
- City of Chelsea
- Chelseamich.com
- Chelsea Rotary Club
- Chelsea Kiwanis Club
- Run for the Rolls
- Wellness Centers
- CAC Kids Triathlon
- CHS athletic teams
- Church groups
- SRSLY
- Healthy Communities Walking Program
- Libraries
- Senior centers
- Retirement communities
- More than 30 local businesses sponsor the event with financial and in-kind donations, including the Chelsea Wellness Coalition

Marketing Plan

- ❑ Registration cards will be mailed out to past participants, area runners, walking program participants, and others
- ❑ Cards will be placed in key areas around town
- ❑ Banner will be hung on corner of Old-12 and Freer Rd
- ❑ Email promotion to hospital employees, wellness coalition members and member organizations
- ❑ Facebook page

Proposed Budget

How \$6,000 funds from CWF will be used

- Marketing = \$ 1,000
- Compensation = \$ 0
- Materials = \$ 2,000
- Purchased Services = \$ 3,000
- Consumables = \$ 0
- Training = \$ 0

- Purchased Services includes the race timing company (Running Fit), the race photographer (Greg Saddler), graphic design of marketing materials (Monique Coffman), and law enforcement (Washtenaw County Sherriff, and Chelsea Police Department)
- Materials includes t-shirts, medals, course signs, safety cones, and equipment rental

How \$29,000 funds from other organizations will be used

- Marketing = \$ 4,000
- Compensation = \$ 8,500
- Materials = \$ 2,500
- Purchased Services = \$ 4,000
- Consumables = \$ 0
- Training = \$ 0
- Donation = \$10,000 (goal)

What programs did you use as a model for this intervention?

- 26th annual event
- Youth participants increased to 160 in 2014 (25% of all participants).
- Creates a cultural norm supporting good health in our community
- Last year we increased our local sponsors by 12 new sponsors
- The CDC Community Guide recommends social support programs to encourage physical activity. Many Heart and Sole participants prepare for the race with friends, family and neighbors
 - Silver Maples Team
 - St. Louis Center Team (8% of total registrations in 2014)
 - Guys and Gals on the Go
 - Kids on Course

Has a similar intervention been done in another 5H Community?

- Yes
- Stockbridge
- A Day In The Village 5k

Have you communicated with leaders of similar coalitions in other 5H towns?

- Not yet, but we will!