



RUN FOR THE ROLLS

Cindy Triveline, Run for the Rolls

Intervention also funding in:

- Year 1: \$1500
- Year 2: \$1500
- Year 3: \$1301

Amount Requested:

\$2000

Type of intervention:

- Behavior

Intervention name

Brief Description

- I. The goal of Run for the Rolls intervention is to increase the portion of 5 Healthy community members, who are somewhat adequately physically active and able to maintain a healthy body weigh. In turn this will lead to improved health and improve and reduce chronic disease risk throughout the community
- II. Run for the Rolls is a annual 1-mile race that offers persons of all ages and abilities opportunity to run their first professionally- timed mile race. In 2014 a 10 week and 4 week to 1 mile training program was introduced to our communities with all training participants finishing the 1 mile race in August 2014. This also included participants from the School Challenge, St. Louis Center. For 2015 a 5K is in the planning with a 10 week training program
- III. Non runners—whether sedentary or moderately active, families, individuals of various abilities, ages 1 up 100
- IV. Training program will start early June and race day will be Saturday August 29, 2015

Link to Coalition's 1 & 5 year plans

- For the training program, it provides guidance, motivation and support for families and individuals preparing for their first mile race or first 5K. It also helps to connect with others gaining a running buddy or group.
- Run for the Rolls 1-miler and training program increases the proportion of community members whose level of physical activity is adequate and/or who are overweight or obese. It increases the proportion of adults who report participating in physical activities or exercise (running calisthenics, golf, gardening, walking).
- With the Training program, School Challenge and the 1-mile race, it offers community members a realistic goal, incentives and affordable means to move more, eat better and to connect with others in a healthy way.

List all the goals of the intervention

1. To get community members of all ages and abilities to move more, connect with others and learn to make healthier food choices
2. Increase the number of registrations race day
3. Impact families to train with us
4. Learn how to make running or walking a Lifestyle.

For the primary goal provide the following information:

SMART	Goal 1:
Specific Goal	
How success will be measured	Not only by the number of participants, but by the number of people who integrate it into their life.
Describe what data will be collected and who will collect it	Consent forms and follow up questioner of who participated in the training program. The registration forms will be the data for the race. Collected by the Race Director, Cindy Triveline
Why do you think the goal is achievable?	10 weeks or 4 weeks at a graduated pace with busy lives, people that cannot make every meeting will not loose out and can join right back in. For the 5k, 10 weeks is sufficient to compete in a 5K
Is the timeline achievable	Yes, the training program of 10 weeks is consistent, achievable, but not to drawn out.

Units of Engagement

- Estimated number of participants (P) 300 including 5K race
- Estimated time each participant spends at each event (T in hours) 1
- Estimated number of events to be held (N) 1
- $P \times T \times N = 300$

Note – if this is an infrastructure intervention, units of engagement may not be applicable

Key Evaluation Data

Examples of data other than participants and number of events:

- Pre and Post surveys: A post survey is handed out to all participants of the training program after completion.

Responsible Parties & Organizations

Who will:

- Cindy Triveline, Exec. Director, Race Director.
- Cindy Triveline will be in charge in all aspects of the race along with the Run for the Rolls board members, Marijane Nelson and Steven Thoms.

What organization are involved:

1. The City of Chelsea. (approved)
2. For the 5K: City Council, Silver Maples (approved) St. Joseph Mercy Chelsea Hospital.
3. Organizations who have committed to contribute to the intervention
 - A. St. Louis Center, Silver Maples (5K)
 - B. TBD
 - C. TBD

Bulldog Challenge/School Challenge



RFTR Year 1 and Year 8



Training and Rewards



Marketing Plan

- Be sure to include the 5H logo in marketing material (find it on Wiggio or email Shawn Personke)
- Shawn will help you with “how to” add to the Facebook and Twitter Pages
- Email matt@5healthytowns.org to get events on www.5healthytowns.org

- MARKETING PLAN is:
 - Run for the Rolls website: www.runforthrolls.org
 - Run for the Rolls Facebook
 - Run for the Rolls Mailchimp (email)
 - Chelsea Area Chamber (member)
 - Chelsea Update
 - Race registration forms distributed around area
 - Free monthly magazines for the surrounding county.
 - Posters in area business leading up to the race.
 - Large Banner entering Chelsea from the east.

Proposed Budget (Total Budget = \$ 7903.)

How \$2000 funds from CWF will be used

Examples are:

- Scoring of the race (timing)=893. (5K)=1,043.
- Shirts for participants = 2,200

How \$4560. funds from other organizations will be used

Examples are: (1 mile and 5K)

- Marketing = \$ 350
- Compensation = \$ 200
- Materials= \$ 3310.
- Porta johns = \$ 300.
- Training = \$ 500.

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

Examples are:

- Many years ago the Jog a thon for the Chelsea Elementarys schools was the beginning model for Run for the Rolls.

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

- No

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

- Every Elementary, Middle School, High school and St Louis Center has received information on the School Challenge and the Run for the Rolls Race.