

Chelsea Friends and Family Wellness Coalition | Plan Year 6

NAME OF THE INTERVENTION	Heart and Sole
5HF Element* to Impact	Move More, Connect with Others in Healthy Ways
Fiscal Agent	St. Joseph Mercy Chelsea
Tax I.D	38-2113393
Implementation Contacts (2 or more required)	Autumn Orta, Reiley Curran
Contact phones and emails	734-593-6269, autumn.orta@stjoeshealth.org 593-5279, reiley.curran@stjoeshealth.org ,
Date Funding Required	May 15, 2017
Implementation Date	May 20, 2017
Estimated Completion Date	June 30, 2017
Total Amount Requested from 5HF	\$2,000

Criteria	Descriptions
<p>1. Please provide a brief description for the intervention program you are proposing and indicate the target population. <i>Typically one paragraph and 3-5 sentences</i> <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>Heart and Sole is an annual 5k, 10k, and 2 mile running and 13.8 mile biking event, open to kids and adults. 2017 is the 28th year of this beloved family event. This fun event promotes moving more and connecting with others in healthy ways. Local youth running groups (Guys and Gals on the Go and Kids on Course) train for this event in their after school programs which encourages many parents to train along with their kids, so they can participate in the event together. The St. Louis Center regularly brings 40-50 residents and staff to participate in the 2 mile or 5k walk events. Through extensive local and regional sponsorship and community involvement, this event generates significant funding for local non-profits! Proceeds from this year's event will be donated to Behavioral Health Services at St. Joe's Chelsea, in response to the hospital's 2015 Community Health Needs Assessment. Participants cite a great value in this relationship and look forward to continuing this donation in the future.</p>
<p>2. How does this intervention address the needs identified by your community and the coalition? <i>Please be specific and refer to local data (i.e. HIP, MiPHY, PAC, NEAT, etc.) and/or the coalition strategic plan. Should include specific health/wellness indicators.</i></p>	<p>Heart and Sole fits with the coalition's long range action plan Goal 1: Increase awareness of and ability to access available resources and programs Objective 1: By 2020, maintain or increase the percentage of adults who report that they always or usually get the social/emotional support they need (88.4% in 2015 HIP) In reviewing the 2015 HIP survey we found that only 49.7% of Dexter/Chelsea adults met recommendations for Moderate physical activity 30+ min per day for 5+ days per week. 58.1% of adults also reported having a BMI over 25 classifying them as overweight/obese. 2016 MiPHY data shows that approximately 1 out of 3 high school students does not meet physical activity recommendations. Heart and Sole promotes physical activity in a social environment, and all the proceeds will go to improving mental health services at the SJMC</p>

<p>3. What are the specific goals for the intervention? <i>Specific goals: For each goal address these 5 points so that the goals are SMART goals)</i></p> <ul style="list-style-type: none"> • State what you are trying to accomplish, • How you will measure progress toward and accomplishment of your goal • Who is responsible for collecting the data? • Why you think the goal is attainable • Describes how the goal is relevant to the coalition and community wellness related needs. • What is the timeframe for achieving the goal? • See http://www.wikihow.com/Set-SMART-Goals 	<p>hospital.</p> <ol style="list-style-type: none"> 1) Increase participation in the Heart and Sole Event to more than 700 participants <ol style="list-style-type: none"> a. Measurement: # of participants, # of sponsors, # of volunteers b. Responsible for Data Collection: Race Director, Autumn Orta c. Attainable: Because this event is fun and popular and has grown from a low in 2009 of only 200 participants, to 579 in 2016 d. Relevance: Fun events that promote physical activity in an open and non-competitive way encourage people to incorporate walking, running, or biking into their routine. Kids prepare for this race over the course of two months, working with their friends and coaches to increase their endurance so they can complete the whole 2 mile or 5k depending on their age). With the proceeds going to support mental health services in Chelsea, this event is also relevant to the Connecting with Others goal of the coalition. e. Timeframe: Race Day is May 20, 2017
<p>4. What key data will be collected, analyzed, and used to evaluate the intervention? <i>Should include:</i></p> <ul style="list-style-type: none"> • Units of Engagement <p><i>Might also include survey data, and other measures such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p># of participants # of sponsors, and total money raised through sponsorships # of volunteers Units of engagement</p>
<p>5. What are the estimated Units of Engagement for the intervention? <i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i> <i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>UNITS OF ENGAGEMENT DO NOT NEED TO BE CALCULATED FOR INFRASTRUCTURE (i.e. parks, sidewalks, trails, etc).</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of</i></p>	<p>Units of engagement = 700 participants/volunteers x 1 event x 2.5 hours = 1,750</p>

<p><i>community members.</i></p>	
<p>6. Who (specifically) will be responsible for what aspects of intervention implementation? <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> • <i>Obtaining all required permits and permissions and all other communication required</i> • <i>Deciding on dates, times, locations</i> • <i>Marketing – both developing and distributing marketing materials</i> • <i>Recruiting necessary volunteers</i> • <i>Developing tools to collect data and pictures</i> • <i>Analyzing data collected</i> • <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i> • <i>Preparing and presenting presentations and reports</i> • <i>All other specific tasks for this intervention to be successful.</i> 	<p>Autumn Orta is the Race Director for Heart and Sole. She is the point person for the event and is responsible for obtaining permits and permissions, recruiting volunteers, soliciting sponsors, collecting and analyzing data, preparing and presenting reports, and coordinating events on the day of the race. She has support in marketing from SJMH staff. Reiley Curran is also working closely with Autumn and assisting with all of the above tasks as needed. In 2016 a committee of volunteers was assembled to assist with the plan components of the event including course marshals, water stations, awards, and refreshments.</p>
<p>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention? <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>Yes, as indicated in the field below we work closely with the schools, municipalities, and law enforcement to ensure a safe and fun event for participants and volunteers. Approval will be sought and granted by the end of March 2017.</p>
<p>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability). <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>We work closely with the Chelsea School district, Chelsea Police Department, Washtenaw County Sheriff, Washtenaw County Road Commission, City of Chelsea, Chelseami.com, and others. A large number of volunteers are required to staff this event and support has been forthcoming from service organizations, civic clubs, Run for the Rolls, CAC Kids Triathlon, athletic groups and church groups. We are also connected with the Healthy Communities Walking Program, libraries, senior center and retirement communities to promote training programs and the events. The 5 Healthy Towns Foundation has been featured as a presenting sponsor in this event, with logos on race t-shirts, photos, signs and banners. 37 area businesses made financial and in-kind sponsorships last year and we are hoping to see an increase in this number in 2017. (See budget for details.)</p>

<p>9. If this is a continuing intervention:</p> <p>A. How many years has this intervention been funded by the coalition?</p> <p>B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to 5HF? <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to 5HF?</i></p> <p>C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).</p> <p>D. Has the amount requested from the coalition increased or decreased? Why?</p> <p>E. How many more years will this intervention request funds from the coalition?</p>	<p>A. Five</p> <p>B. Yes</p> <p>C. We have improved this event by moving the location to accommodate more parking, and an easier start/finish line (the race was previously held at the hospital). We have also improved race "swag" like tech t-shirts instead of cotton, and medals for all finishers. We added a 25k run in 2014 to attract more endurance athletes, but due to low participation we are not offering that distance this year. We moved the date of the race to the 3rd weekend of the month, instead of the other weekends in May, to avoid several conflicts with family/school functions.</p> <p>D. No, it remains the same. Last year a new sponsorship level has been established. An exclusive benefit of the Photo Finish sponsor level (\$2000+), the logo of the sponsor will be placed on all race participant's photos!</p> <p>E. We plan to request funding again in Year 7, and then re-evaluate our sustainability plan, and funding requirements.</p>
<p>10. Does your intervention have a sustainability plan? <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i></p>	<p>This event relies on community supporters to raise funds for the local charity as determined by the Community Health Assessment needs. We will continue to seek ways expand local financial support.</p>
<p>11. Provide citation(s) of similar programs used as a model in developing this intervention.</p>	<p>This event has been in existence for 27 years, this being the 28th. We have become our own model for success as the race has changed over the years. Though historical data is not currently available, the race has increased in number just in the last 5 years jumping from about 200 participants in 2008 to over 579 registered participants in 2016. Youth participants alone (ages 0-18) have increased to over 160. The Heart & Sole race creates a cultural norm supporting good health in our communities and creates a collective responsibility among many segments of the community to contribute to this health improvement initiative. Last year we increased our local sponsors by 8 new sponsors. This shows success and growth in establishing this event as a critical piece of community fabric promoting a healthy community. Careful budgeting, a steady number of race registrations and our increase in smaller "hometown" sponsorships, have made it possible to increase final donations in previous years. This speaks directly to the value our community places on the race and the final contribution.</p> <p>Furthermore, programs we help promote such as the Couch to 5k Training program and Healthy Communities Walking Program are already well known in the community of beginning walkers and runners and are proven to be successful in training non-runners to complete a 5k race. The Walking Program, a source of participants in both events, is based on the widespread exercise and weight-loss research (CDC and others) which shows that activities such as: setting an achievable goal,</p>

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	connecting with others, tracking your exercise, and being accountable to others are part of the formula for success when trying to reach health goals.
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~ INSERT A BUDGET which shows all expenses, revenue and in-kind contributions*. Please also indicate which expenses will be covered by the funds from the 5 Healthy Towns Foundation.

* Note: Examples of in-kind contributions include volunteer hours, use of space, items, etc.

DRAFT BUDGET 2017 HEART & SOLE	
Expenses	
Purchased Services and Advertising	\$ 7,000
Supplies (includes marketing and postage)	\$ 9,500
Salaries and Benefits	\$ 8,500
Total Expenses	\$ 25,000
Revenue	
Sponsors (Qty. 37)	\$ 9,000
Registrations	\$ 13,000
Wellness Coalition	\$ 2,000
SJMC Paid Staff Time	\$ 8,500
Total Revenue	\$ 32,500
In-Kind Donations	\$ 3,600
In-Kind Volunteer Hours est. 196 hrs x \$22.96	\$ 4,500
In-Kind Police Department Volunteer Hours	\$ 2,900
Total In-Kind	\$ 11,000
Goal Donation to Behavioral Health Services	\$ 7,500

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$2,000	6%
Total funds from other sources	\$ 30,500	94%
Marketing/Advertising	\$3,000	12%
Compensation – to one or more people	\$8,500	34%
Infrastructure (structure that lasts 5 years or more)		
Other expenses	\$13,500	54%

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1	<u>\$5000</u>	<u>\$5000</u>	<u>\$0</u>	<u>\$0</u>
Year 2	<u>\$6500</u>	<u>\$6500</u>	<u>\$0</u>	<u>\$0</u>
Year 3	<u>\$5903</u>	<u>\$5903</u>	<u>\$0</u>	<u>\$0</u>
Year 4	<u>\$2000</u>	<u>\$2000</u>	<u>\$0</u>	<u>\$0</u>
Year 5	<u>\$2000</u>	<u>\$2000</u>	<u>\$0</u>	<u>\$0</u>