

Chelsea Friends and Family Wellness Coalition | Plan Year 7

NAME OF THE INTERVENTION	Heart and Sole	
SHF Element to Impact: Eat Better, Move More, Connect with Others in Healthy Ways, Avoid Unhealthy Substances (select minimum of 1)	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	April 1, 2017	
Implementation Date	May 12, 2017	
Estimated Completion Date	June 30, 2017	
Total Amount Requested from SHF	\$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 (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. 2018 is the 29th 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 and 5k walks 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 2016 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</p>

	<p>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 do 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 hospital.</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"> • <i>State what you are trying to accomplish,</i> • <i>How you will measure progress toward and accomplishment of your goal</i> • <i>Who is responsible for collecting the data?</i> • <i>Why you think the goal is attainable</i> • <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i> • <i>What is the timeframe for achieving the goal?</i> • <i>See http://www.wikihow.com/Set-SMART-Goals</i> 	<p>1) Increase participation in the Heart and Sole Event to more than 600 participants</p> <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 501 in 2017 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. <p>Timeframe: Race Day is May 12, 2017</p>
<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"> • <i>Units of Engagement</i> <p><i>Might also include survey data, and other measures such as number of participants, 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,</i></p>	<p>Units of engagement = 600 participants/volunteers x 1 event x 2.5 hours = 1,500</p>

<p><i>sidewalks, trails, etc).</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	
<p>6. Who (specifically) will be responsible for what aspects of intervention implementation?</p> <p><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?</p> <p><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 2018.</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).</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 libraries, senior center , Run Summit through 5H towns and</p>

<p><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>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. 33 area businesses made financial and in-kind sponsorships last year and we are hoping to see an increase in this number in 2018. (See budget for details.)</p>
<p>9. If this is a continuing intervention: A. How many years has this intervention been funded by the coalition? 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> C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding). D. Has the amount requested from the coalition increased or decreased? Why? E. How many more years will this intervention request funds from the coalition?</p>	<p>A. 6 B. Yes 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 moved the date of the race to the 2nd weekend of the month, instead of the other weekends in May, to avoid several conflicts with family/school functions. We are working closely with several large organizations/ businesses to offer a wellness challenge to employee's for a discount on race entry. New this year we have partnered with the 5H towns to offer a Run Summit with each town holding a race. There will be prizes awarded to participants based on the number of 5K races completed over a set time frame. We are also working closely the SJMC's marketing team who has assisted in getting agreements for In-Kind sponsorship from some local media sites and publications to advertise this year's race. D. No, it remains the same. This year a revision of sponsorship level has been established. The benefit of our Presenting sponsor level (\$2000) are as followed: Large size logo on race banner (displayed in Chelsea prior to and during event), Large size logo on race t-shirts, Logo and link on event website/Facebook, Company logo on event signage, 2 Complimentary race entries, Complimentary Race Expo Table Space, Invitation to casual post-race volunteer & sponsor appreciation event E. We plan to request funding again in Year 8, 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 28 years, this being the 29th. 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 sponsor's contributions by \$1,000. This shows success and growth in establishing this event as a critical piece</p>

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	<p>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 employee wellness challenges are already well known in local businesses for beginning walkers and runners and are proven to be successful in training non-runners to complete a 5k race.</p>
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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 2018 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. 35)	\$ 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 SHF
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>
Year 6	<u>\$2000</u>	<u>\$2000</u>	<u>\$0</u>	<u>\$0</u>