

## Chelsea Friends and Family Wellness Coalition | Plan Year 8

SECTION 1	INTERVENTION INFORMATION	
NAME OF THE INTERVENTION	Heart and Sole	
5HF 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)	Julia Porter	Reiley Curran
Contact phones and emails	734-730-3020, <a href="mailto:julia.porter001@stjoeshealth.org">julia.porter001@stjoeshealth.org</a>	593-5279, <a href="mailto:reiley.curran@stjoeshealth.org">reiley.curran@stjoeshealth.org</a>
Date Funding Required	April 1, 2019	
Implementation Date	May 4, 2019	
Estimated Completion Date	June 30, 2019	
Total Amount Requested from 5HF	\$2,000	

SECTION 2	CRITERIA
Criteria	Descriptions
<p><b>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</b>  <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 run open to kids and adults. There is also a Kids Fun Run. 2019 is the 30<sup>th</sup> 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 expand and enhance the tree-lined scenic walking paths on the campus of St. Joseph Mercy Chelsea with more routes and additional lighting and signage to sustain the campus as a community haven for fitness and wellness.</p>
<p><b>2. How does this intervention address the needs identified by your community and the coalition?</b>  <i>Please be specific and refer to local data (i.e. HIP, MiPHY, PAC, NEAT, etc.) and/or the coalition strategic</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% in 2015 HIP). In reviewing the 2015 HIP survey we found that only 49.7% of Dexter/</p>

<p><i>plan. Should include specific health/wellness indicators.</i></p>	<p>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. 2018 MiPHY data shows that approximately half of 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 the walking paths at the SJMC hospital.</p>
<p><b>3. What are the specific goals for the intervention?</b>  <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"> <li>• <i>State what you are trying to accomplish,</i></li> <li>• <i>How you will measure progress toward and accomplishment of your goal</i></li> <li>• <i>Who is responsible for collecting the data?</i></li> <li>• <i>Why you think the goal is attainable</i></li> <li>• <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i></li> <li>• <i>What is the timeframe for achieving the goal?</i></li> <li>• <i>See <a href="http://www.wikihow.com/Set-SMART-Goals">http://www.wikihow.com/Set-SMART-Goals</a></i></li> </ul>	<p>1) Increase participation in the Heart and Sole Event to more than 600 participants</p> <ol style="list-style-type: none"> <li>a. Measurement: # of participants, # of sponsors, # of volunteers</li> <li>b. Responsible for Data Collection: Race Director, Julia Porter</li> <li>c. Attainable: Because this event is fun and popular and has grown from a low in 2009 of only 200 participants, to 518 in 2018</li> <li>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.</li> </ol> <p>Timeframe: Race Day is May 4, 2019</p>
<p><b>SECTION 3</b></p>	<p><b>MEASUREMENT/DATA</b></p>
<p><b>1. What key data will be collected, analyzed, and used to evaluate the intervention?</b>  <i>Should include:</i></p> <ul style="list-style-type: none"> <li>• <i>Units of Engagement</i></li> </ul> <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><b>2. What are the estimated Units of Engagement for the intervention?</b>  <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>Units of engagement = 600 participants/volunteers x 1 event x 2.5 hours = 1,500 units of engagement</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 community members.</i></p>	
<p><b>SECTION 4</b></p>	<p><b>COLLABORATION</b></p>
<p><b>1. Who (specifically) will be responsible for what aspects of intervention implementation?</b>  <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> <li>• <i>Obtaining all required permits and permissions and all other communication required</i></li> <li>• <i>Deciding on dates, times, locations</i></li> <li>• <i>Marketing – both developing and distributing marketing materials</i></li> <li>• <i>Recruiting necessary volunteers</i></li> <li>• <i>Developing tools to collect data and pictures</i></li> <li>• <i>Analyzing data collected</i></li> <li>• <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i></li> <li>• <i>Preparing and presenting presentations and reports</i></li> <li>• <i>All other specific tasks for this intervention to be successful.</i></li> </ul>	<p>Julia Porter 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 Julia 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><b>2. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention?</b>  <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 2019.</p>
<p><b>3. With whom will you collaborate on this</b></p>	<p>We work closely with the Chelsea School district, Chelsea Police Department, City of Chelsea,</p>

<p><b>intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability).</b>  <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>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 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, signs and banners. 27 area businesses made financial and in-kind sponsorships last year and we are hoping to see an increase in this number in 2019. (See budget for details.)</p>
<p><b>SECTION 5</b></p>	<p><b>SUSTAINABILITY</b></p>
<p><b>1. If this is a continuing intervention:</b>                  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. 7                  B. Yes                  C. This year, proceeds will benefit St. Joseph Mercy Chelsea's walking paths, which are used by patients, staff, and community members. 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 2<sup>nd</sup> 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. We are also working closely with 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. This year all of our race routes are paved, and we have added a kids fun run in order to increase youth participation.                  D. No, it remains the same. 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 &amp; sponsor appreciation event                  E. We plan to request funding again in Year 9, and then re-evaluate our sustainability plan, and funding requirements.</p>
<p><b>2. Does your intervention have a sustainability plan?</b>  <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><b>3. Provide citation(s) of similar programs used as a model in developing this intervention.</b></p>	<p>This event has been in existence for 29 years, this being the 30<sup>th</sup>. 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</p>

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	<p>2008 to 518 participants in 2018. Youth participants alone (ages 0-18) have increased to over 160. The Heart &amp; 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. We have been successful in growing and 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 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.

BUDGET 2019 HEART & SOLE		
<b>Expenses</b>		
Purchased Services and Advertising	\$ 14,500	Includes shirts and some print materials
Supplies (includes marketing and postage)	\$ 3,500	In Kind SJMC Marketing
Salaries and Benefits	\$ 8,500	In Kind staff time
<b>Total Expenses</b>	<b>\$ 26,000</b>	
<b>Revenue</b>		
Sponsors (Qty. 25)	\$ 9,900	
Registrations	\$ 13,000	
Wellness Coalition	\$ 2,000	
In-Kind Paid Staff Time	\$ 8,500	
In-Kind Donations	\$ 3,000	

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In-Kind Volunteer Hours est. 220 hrs x \$22.96	\$	5051.20
In-Kind Police Department Volunteer Hours	\$	2,900
<b>Total Revenue</b>	<b>\$</b>	<b>44,351.20</b>
<b>Net Profit less In-Kind Donations and Volunteers</b>	<b>\$</b>	<b>7,507.16</b>
<b>Goal Donation to St. Joseph Mercy walking paths</b>	<b>\$</b>	<b>7,500</b>

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$2,000	4.7%
Total funds from other sources	\$ 42352.30	95.3%
Marketing/Advertising	\$3,500	13.2%
Compensation – to one or more people	\$8,500	32.1%
Infrastructure (structure that lasts 5 years or more)		
Other expenses	\$14,500	54.7%

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>
Year 6	<u>\$2000</u>	<u>\$2000</u>	<u>\$0</u>	<u>\$0</u>
Year 7	<u>\$2000</u>	<u>\$2000</u>	<u>\$0</u>	<u>\$0</u>