



# RUN FOR THE ROLLS

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Cindy Triveline, Run for the Rolls

**Intervention also funding in:**

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

**Amount Received from CWF:**

\$2000

**Total Expenses paid with CWF funds:**

\$2000

**Start and End Dates:**

8-29-2015

**Total Units of Engagement:**

586

**Total Cost per Units of Engagement:**

\$3.41

# Run for the Rolls

## 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 weight. 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 2015 a 10 week training program and Couch 2 5k program was utilized to prepare participants for the 1 mile race in August 2015. A 5K was also introduced for this year's race. Proceeds from the race went to the St. Louis Center's Fitness for Life Program
- III. Non runners—whether sedentary or moderately active, families, individuals of various abilities, ages 1 up 100
- IV. Training program was from June – August. Race day was 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.

# Storyboard for Intervention

- Testimonials

- Pictures



Brian Calley in Chelsea, Michigan  
August 29 · 📍 Like Page

Inclusion changes lives. The #RunForTheRolls races in Chelsea, Michigan set the standard. Great work!



Colin Massicotte Thanks for a great race folks! My girls had a blast!



Mary Hellner ▸ Vitality  
August 24 · 📍

My family will be staying healthy by participating in the annual Run For The Rolls race again this year in our hometown! Training for this race several years ago spurred my autistic daughter's weight loss and her winning the Governor's Council 2013 Conquering Obesity Award from the Michigan Fitness Foundation. We stay motivated with Vitality!



# Storyboard for Intervention



## 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:

Goal	Brief description of outcome. Start by stating if the goal was
Goal 1	243 Community members participated in this year's race. Not only by the number of participants, but by the number of people who integrate it into their life. Training program and Couch 2 5K strongly encourage people to track distance and the goal is to run for 30 minutes or more 3 days a week.
Goal 2	10% increase in race registrations for 2015.
Goal 3	Family numbers are increasing with the 1 miler. There was a minimum of 40 families being a parent/ child, husband/ wife or multiple families enjoying the race together. Almost all families return every year until the children age out of the 1 miler. The percentage of youth participants still remains high. Age 1-9 years is still about 23% of all participants, while the 10-14 years is growing to 10% of all participant due to St. Louis Centers participation the last two years.
Goal 4	80% of racers are returning racers for the 1 mile. Most of 5K participants were from surrounding cities.

## 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
- $P \times T \times N = 300$
- 1 mile estimated - 175
- 5 K estimated – 125
- Training program – 15 start, 10 finish; Couch 2 5K – 5-10 participants that finish 10 week
- = 586

*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:

- 10 individuals completed the training program
- Participation: 5K- 28 male, 21 female / Mile- 102 male, 92 female
- Follow-up survey: in the process of analyzing the data (overall positive feedback)
- Number of repeat racers: 80%

## What was the major accomplishment?

- Increased registrations by 10% from 2014
- New 5K race training was successful
  - Almost ALL of the 5K runners were new to the RFTR race

## Was this intervention effective?

- 100% return for the Summer training program.
- Everyone from training participated in races.

## Responsible Parties & Organizations

### Who will:

- Obtain permits, etc. required:
- Finalize decisions like times, dates, etc.
- Develop and implement marketing
- Recruit necessary volunteers
- Develop tools to collect data and collect data
- Analyze data
- Develop plan to improve intervention
- Prepare storyboard, presentation(s) and reports
- Other specific tasks
- Race Director- Cindy Triveline

### What organization are involved:

1. Organizations whose approval was required. The City of Chelsea,
2. Silver Maples, Chelsea Schools, St. Joe Mercy Chelsea Hospital
3. Organizations who committed to contribute to the intervention
  - A. Chelsea Rotary Club
  - B. St. Joe Mercy Chelsea Hospital, Chelsea Wellness Center
  - C. Silver Maples, City of Chelsea
4. How did this intervention impact the organizations? Great Visibility



## What were the unexpected results?

- The visibility of Lt. Governor Calley and his son participating in the 5K.
- Course showcased the community and community trails
- Most of the people participating in the 5K were from outside of Chelsea
- Race used as a resource to write a college paper

## Describe any setbacks encountered?

- The low amount of registrations for the 5K. Expected 125 runners equaling the 5k race in 2011. 49 attended.
  - Cause: There are a lot more races than in 2011.
- Weather
- Fewer volunteers than previous years

## Expenses and Income

How \$2,000 funds from 5HF were used

- Materials = \$ 2000

How \$10,310 funds from other organizations were used

- Marketing = \$ 77.84
- Compensation = \$350
- Materials = \$9462.88
- Consumables = \$169.28
- Training = \$250

## How can this intervention be improved next year?

Setbacks or issues identified	Proposed solution
Lack of participants in the 5K race.	More Marketing
Lack of Volunteers	Try to get the word out earlier

# Sustainability

Will you propose this intervention received funding in the next plan?

**Yes**

No

If yes, select which sustainability models fit this intervention and then describe ideas about sustainability

Model 3:  
Increase 5K registrations