



# HEART & SOLE

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Karla Bernath, St. Joseph Mercy Chelsea

**Intervention also funding in:**

- Year 1: \$5000
- Year 2: \$6500
- Year 3: \$5903
- Year 4 \$ 2000

**Amount Received from 5HF:**

\$2000

**Total Expenses paid with 5HF funds:**

\$2000

**Start and End Dates:**

May 21, 2016

**Total Units of Engagement:**

1,447.5

**Total Cost per Units of Engagement:**

\$1.38

# Heart & Sole

## Brief Description

- I. Primary Goal:
  - I. Encourage community members to move more and work towards a healthy lifestyle in a safe, supportive, social atmosphere while raising money for a good cause
- II. Target Population
  - I. All ages
  - II. Chelsea and 5 Healthy Towns
  - III. Outreach to Washtenaw & Jackson Counties
- III. May 21<sup>st</sup> 2016
  - I. 4 events
    - I. 2mile and 5K run/Walk
    - II. 10K run
    - III. 13.8 mile bike ride

## Link to Coalition's 1 & 5 year plans

- What goal(s) in the plan does it address?
  - 1) increase the number of individuals working toward and maintaining a healthy weight
  - 2) increase physical activity
  - 5) provide support and strategies for social and emotional wellbeing
- How is it connected to coalition's strategy?
  - Promotes wellness among friends and families
    - ~100 kids participate through Guys and Gals on the Go
    - Other groups/teams: Silver Maples, St. Louis Center, North Creek Elementary School, Bulldog Fit
    - Low registration rates for children encourage youth and family participation
      - Children's registration rates don't fully cover the costs
- Does it fit into the coalition's vision?
  - 1) Move More
  - 2) Connect with Others

# Storyboard for Intervention

- Testimonials

- “My family and I really enjoy coming to this event each year”

- Nicole D.

- “I’m excited that the funding is going towards Behavioral Health Services!”

- unknown

- Pictures





# Storyboard for Intervention



## List all the goals of the intervention

1. Increase participation to 700 racers and volunteers.
2. Raise Funds for Behavioral Health Services

For the primary goal provide the following information:

Goal	Brief description of outcome. Start by stating if the goal was exceeded, met, partially met or not met.
Goal 1	Partially met. Participation increased to 579 racers and 65 volunteers for a total of 644.
Goal 2	Met: The race raised \$7,500 for Behavioral Health Services.

## Units of Engagement

- Number of participants (579)
- Time each participant spends at each event (2.5)
- Number of events to be held (1)
  - $579 \times 2.5 \times 1 = 1,447.5$
- Number of volunteers (65)
- Time each participant spends at each event (3.38)
- Number of events to be held (1)
  - $65 \times 3.38 \times 1 = 220$

## Key Evaluation Data

Examples of data other than participants and number of events:

- \$7,500 donated to Behavioral Health Services
- Participants were excited about the new race route and the shirts
- \$275 raised at the pancake breakfast by Friends of the Chelsea Area Scouts

## What was the major accomplishment?

- 644 participants and volunteers at the event
- Donated \$7,500 to Behavioral Health Services at St. Joseph Mercy Chelsea, which be used to purchase exercise equipment in the renovated inpatient unit (renovations starting Fall 2016)

## Was this intervention effective?

- 579 participants moved more!
- Total: 2573.9 miles
- Most frequent distance: 5K = 3.1 miles



# Responsible Parties & Organizations

## Who:

- Karla Bernath is the Race Director, Reiley Curran & Autumn Orta assist
  - Obtain permits, etc. required
  - Develop tools to collect data and collect data
  - Analyze data
  - Recruit necessary volunteers
  - Prepare storyboard, presentation(s) and reports
- Heart & Sole Planning Committee
  - Finalize decisions like times, dates, etc.
  - Develop and implement marketing
  - Develop plan to improve intervention

## What organization were involved:

1. Organizations whose approval was required.
  1. Chelsea School District
  2. Chelsea Police Department
  3. Washtenaw County Sheriff
  4. Washtenaw County Road Commission
  5. City of Chelsea
  6. St. Joseph Mercy Chelsea
2. Organizations who committed to contribute to the intervention
  - A. Volunteers: Service organizations, civic clubs, athletic groups and church groups
  - B. Dollars: Local and regional businesses/organizations
  - C. In Kind: SJMC, local grocery stores
3. How did this intervention impact the organizations?
  1. Sponsors received advertising
  2. St. Joseph Mercy Chelsea's Behavioral Health Services received 100% proceeds



## What were the unexpected results?

- We had positive feedback on the new race route. Some homes along the race route were very encouraging and cheered participants on with live music!
- Very good weather!
- Pancake breakfast was well received, but could be better attended.

## Describe any setbacks encountered?

- High School Commons on Friday Night for Late Registration/Package Pick-Up was double booked
- Low participation for the Couch to 5K program

## Expenses and Income (Total Budget = \$ 34,000)

### How \$2000 funds from 5HF were used

- Race Day Photography and Free Downloadable Photos = \$ 1,158
- Mailing List and Printing Services \$842

### How \$32,000 funds from other organizations were used

Examples are:

- Marketing = \$ 13,000
- Compensation = \$8,500
- Supplies = \$ 3,000
- In Kind Donation = 7,500

## How can this intervention be improved?

Setbacks or issues identified	Proposed solution
Chelsea High School Commons was double booked on Friday night (Late Registration/Package Pick-Up)	Move packet pick up to St. Joseph Mercy Chelsea. This will also allow more set up time.
Low participation for the Couch to 5K program	Send out email regarding need and times that people would be willing to participate
Low turnout for the pancake breakfast	Improve signage and alert participants via email right before race day.

# Sustainability

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

Yes

Briefly outline your intervention's sustainability plan, if continuing?

Each year we will continue to increase our efforts to obtain new sponsors and keep existing sponsors.

We really value 5H's sponsorship, which allows us to provide low costs for children and free downloadable photos for all participants.