

THE HEALTH GAMES

by healthy harrison





Who We Are: Healthy Harrison is a 501c3 non-profit organization that is dedicated to measurably improving the health and well-being of the citizens in North Central West Virginia. We are like-minded men and women with aspirations of developing stronger communities that will bring forth a healthier state! Our unique approach meets people where they are and fosters new habits that result in lifelong transformations.

What We Are Doing: Healthy Harrison is partnering with WVU Medicine United Hospital Center, West Virginia University, and The United Way of Harrison County to address one of the top, reoccurring issues identified in the Community Needs Assessment—Obesity. **The Health Games** is a contest that will award up to \$100,000 in cash and resources to implement a health strategy in one of five communities in Harrison County (Bridgeport, Downtown Clarksburg, North View, Nutter Fort, or Shinnston). Each community will present their ideas on how they intend to implement a plan for building a healthier community to a panel of 5 *Health Coaches*. The *Health Coaches* will critique and evaluate each community pitch and determine a winner to implement their project from **November 1, 2020 - June 1, 2021**.

Why We Are Doing It: Health markers of West Virginians currently rank among the lowest in the nation (obesity, chronic disease, cancer). But we know that our State is more than just a statistic. As West Virginians, we value our families, friendships, and communities. We want to be active, to be strong, and to be happy. Most importantly, we want to be the best we can be for our loved ones. Our ultimate goal is to work with children, adults and seniors to bring about a stronger, healthier West Virginia.

A BLUEPRINT FOR HEALTHY LIVING

Health experts agree that there is no single universal program to reduce obesity and improve an individual's health despite the claims of well-intended diet companies. There is, however, consensus that there are three areas that must be targeted for sustainable health transformation. They also agree that these three areas are intertwined and must be addressed collectively. In this *Request For Presentations*, we are looking for a community partner that can incorporate these 3 key components into a strategy that will help us to move the needle on obesity. The three components are mind, move, and eat.



MIND: Experts have indicated that the mind is the most important factor in improving one's health. There are a number of activities that can be done in this area of well-being. Some ideas include breathing exercises, meditation, prayer, counseling, and group sharing/support meetings. When developing your model for mindfulness, consider activities that feel safe, comfortable, and meet people where they are.



MOVE: Scientists have concluded that only 25% of a person's health is dependent on physical movement and exercise. However, there is also proof that physical movement, no matter how modest, serves as the cornerstone to improved health. In other words, once you start moving on a regular basis you become more aware of what you eat. As a result any blueprint for healthy living has to include programs that get the community moving. How it is done, and how often, is totally dependent on each individual's ability and motivation.



EAT: The adage "we are what we eat" is a truism. Any blueprint for healthy living starts with access to nutritious foods. Over time, we have become accustomed to consuming low cost, prepackaged foods that are either served through a window or pulled off of a shelf. As such, nutritious options have been replaced with food-like substances that have largely contributed to our poor health. Getting back to the basics of selecting the healthier option is imperative if we hope to bring about change in our children, friends, family, and ourselves.

WHAT WE WILL INVEST

We realize that real change can occur when a significant investment is made in the community. Therefore, we have assembled a significant amount of cash and “in kind” donations to award to a 1 community with the opportunity to pilot our program. Below is a list of the investments we will be making in the winning community. These investments will supplement your plan and enhance your community's impact!



INVESTMENT	DESCRTION	POTENTIAL APLICATION
CASH: \$50,000	We are offering \$50,000 to be used for Mind, Move, and Eat activities and programs. This money can be used creatively to develop your plan! Cash can be used on health experts, incentives, facilities, equipment, or anything else that may support your community. We ask that you keep all expenses in the categories of MIND, MOVE, EAT.	<ul style="list-style-type: none"> -<i>Mind</i>: Individual Counseling -<i>Move</i>: Kayak Rentals -<i>Eat</i>: Cooking Classes
Fitbits: \$14,000	The winning team will receive 200 <i>Fitbit Inspire</i> devices. These devices can be used to incentivize participation, track progress, and motivate movement.	<ul style="list-style-type: none"> -Incentives -Walking Club Start Up -Volunteer Gifts
Nutrition Coaching: \$40,000	<i>Good Measures</i> is a leader in nutrition coaching. This program offers personalized coaching, motivation and recommendations. The winning team will receive 200 subscriptions to this app and health coaching experience. 200 subscriptions will be provided.	<ul style="list-style-type: none"> -Incentives -Food Club Start-Up -Cooking Club
Local Experts: \$2,000	We have local experts who can lead presentations and classes as part of your program plan. Included is a Physical Therapist, Registered Dietitian, Psychologist, and Pastor.	<ul style="list-style-type: none"> -8 <i>Mind</i> Sessions -4 <i>Move</i> Sessions -4 <i>Eat</i> Sessions
WVU: \$10,000	WVU will be offering virtual exercise classes. Classes include Yoga, Zumba, Pilates, Meditation, Tai Chi, Cardio, and Fusion with Weights.	<ul style="list-style-type: none"> -Access to <i>Move</i> Activities

COVID-19 GUIDELINES

As our experience grows, information and guidance about COVID-19 is emerging rapidly. We are likely all aware that the clinical effects of this respiratory disease are particularly severe in certain populations, including seniors, people with pre-existing respiratory and cardiac disease, and those with compromised immune systems. People with obesity have a higher likelihood of being in each of these categories and should, therefore, be considered at increased risk for severe disease. This is particularly true for people with moderate to severe obesity, whose compromised physiological state and burden of complications is generally higher. In addition, for people with severe obesity, management of severe COVID-19 may also be compromised by challenges in diagnosis and treatment caused by the physical effects of their obesity.

Although we are aware of the obstacles of project planning during this pandemic, we believe that each community has a great opportunity to utilize the [CDC](#), [State](#), and [Local](#) guidelines to make the most of *The Health Games*. Although we want your focus to be on helping us to assist with the growing issue of obesity, it is required that you consider how COVID-19 will affect the preparation and implementation of your programming. Here are some items that you should consider:



VIRTUAL MEETINGS: Some people may feel uncomfortable coming to programs held in person. Each community will be required to provide virtual opportunities for their community.



OUTDOORS: Outdoor spaces are considered lower risk for spread of the virus. Therefore, when you create your plan, please factor in as many outdoor activities as you can.



SOCIAL DISTANCE: Health officials recommend avoiding large gatherings and maintaining a distance of 6 feet from other people. When in person meetings are necessary, please be sure to have appropriate PPE for your audience, clean before and after use, and follow all social distancing guidelines.



WASH AND WEAR: All instructors, volunteers, and participants need to wash their hands and wear the appropriate personal protective equipment (PPE).

THE HEALTH GAMES

THE HEALTH GAMES OVERVIEW

We are looking to partner with a community that will match our financial investment with time, energy, and excitement! The plan that you prepare should focus on how you can leverage the people and resources in your community to impact the issue of obesity. Here is a list of key questions for you to consider when preparing YOUR PLAN (attached):



SECTION	KEY QUESTIONS
1	<p>YOUR COMMUNITY</p> <ul style="list-style-type: none"> -How do you define your community? -Will you only include your anchor community, or will you include surrounding communities? -How many people have you contacted? How many participation commitments do you have? <p>YOUR HEALTH TEAM</p> <ul style="list-style-type: none"> -Who is your team leader(s)? What role do they have in the community? -Who will participate in your steering committee? What role do they have in the community? -Contact Information For Your Team
2	<p>YOUR COMMUNITY ASSETS</p> <ul style="list-style-type: none"> -Do you have <i>Mind</i> activities planned? -Do you have <i>Move</i> activities planned? -Do you have <i>Eat</i> activities planned? <p>YOUR CALENDAR</p> <ul style="list-style-type: none"> -How will you implement your assets into the community calendar? -Have you considered each age group into your calendar? -Have you given proper consideration to how your budget must cover a 6 month timeframe? <p>YOUR PLAN TO DRIVE PARTICIPATION</p> <ul style="list-style-type: none"> -What will you do to get people to your events? -What resources do you have/ need in order to maximize participation?
3	<p>BUDGET ALLOCATION</p> <ul style="list-style-type: none"> -How much of your budget is being spent on Mind/ Move/ Eat/ Administrative Expenses? <p>BUDGET</p> <ul style="list-style-type: none"> -Where is your money being spent?
4	<p>TOP 5 REASONS</p> <ul style="list-style-type: none"> -What are the main reasons you think your community should win the Health Games?

THIS IS HOW THE JUDGES WILL EVALUATE EACH PRESENTER

Once you have completed YOUR PLAN, you will be asked to give a virtual 10 minute presentation that will be sent to our judges panel. We have selected 6 community leaders to serve as our judges, and we refer to them as Health Coaches. Once the Coaches review your presentations, each presenter will be invited to a virtual session, where the Health Coaches will evaluate your pitch, ask questions about your plan, and offer coaching advice for implementing your strategy. Finally the Health Coaches will select a winner based on the following criteria:



#1 YOUR PLAN for Community Engagement- Do the judges believe you can pull it off?-What is your plan to “activate” and engage your community? Do you have the leaders lined up to help you with your plan?

#2 Top 5 Reasons- What 5 things can you bring to the table that no one else can? What are the most compelling reasons the judges should select your community? Why you? What makes you the best one to “partner with?”

#3 Community Needs- Why is this so important to select your community? Why do you need this above anyone else?



YOUR PLAN (EXAMPLE): The next section of this document is a guide. The examples should provide the clarity you will need in order to prepare a presentation and answer the questions from our *Coaches Panel* during the Health Games. The examples we have provided are not intended to restrict your creativity, but rather guide you in the proper direction of our mission and vision of creating change in the community.

YOUR PLAN (TEMPLATE): Each team may decide to use the attached template or start from scratch. We have provided a template in order to keep you focused on what we are looking for from each presentation.

IMPORTANT DATES: 8/24 RFP Process Announcement
9/25 RFP Deadline (12 Noon)
10/1 Record Presentation
10/15 Live Q/A Session
10/15 Announce Winner

CONTACT: We invite you to email us with any questions you may have at Jennifer Anguli <jangiulli@ma.rr.com>.

LET THE GAMES BEGIN!

THE PLAN FOR YOUR COMMUNITY (EXAMPLE)

SECTION 1: COMMUNITY INFORMATION
SECTION 2: ASSETS AND IMPLEMENTATION
SECTION 3: BUDGET
SECTION 4: 5 ACTION ITEMS

SECTION T 1. YOUR COMMUNITY

Purpose: Define Your Community

EXAMPLE

EXAMPLE OVERALL DEMOGRAPHICS		
	Anchor Neighborhood	Central City
	Surrounding Neighborhoods	Edgemont Gaston Junction Beverly Hills Watson
Total Commitments		500

Anchor Neighborhood:

Bridgeport, Downtown Clarksburg, North View, Nutter Fort, or Shinnston

Surrounding:

Additional areas that you may wish to include in your project plan. You may include several or none.

Community Commitments:

We want to know how many people will be participating in your project. You will need to attach a list of names, phone numbers, and emails of all people who intend to participate in your programs. This number represents the contact list of people who have verbally committed to your programming.

SECTION 1. YOUR HEALTH TEAM

Purpose: Introduce The Team That Will Assure Project Success

HEALTH TEAM LEADER(S)

PROGRAM LEADER	
	Tammy Hennes Central Law Firm 304-555-5551 thennes@gmail.com

PROGRAM LEADER	
	Brian Stacy Francis Associates 304-555-5551 thecap@gmail.com

Health Team Leader(s):

This is the point person for the project. This person will be responsible for presenting their project proposal and leading the steering committee to deliver results. Consider one or a few leaders for your team.

STEERING COMMITTEE

EXAMPLE

BUSINESS LEADER	EDUCATION LEADER
 Lance Loverank Central Hospital 304-555-5552 lloverank@gmail.com	 Beverly Chase Central Gym 304-555-5553 bchase@gmail.com
RELIGIOUS LEADER	COMMUNITY LEADER
 Doug Ramone Central High School 304-555-5554 dramone@gmail.com	 Tanya Kraus Central Bank 304-555-5556 tkraus@gmail.com

Steering Committee Members:

This committee should be formed to support the team leader. The steering committee should be comprised of a diverse group of professionals that have a shared interest in bringing the project to fruition. Consider having representation from different professional sectors of the community with prior knowledge and skills of community development and engagement.

SECTION 2. YOUR COMMUNITY ASSETS

Purpose: Current Inventory List Of Committed Health Assets That Will Be Used In Your Program

MIND/ MOVE/EAT:

Organize each community asset by Mind, Move, Eat

EXAMPLE		
Mind Examples	Move Examples	Eat Examples
Group Counseling (ABC Counseling Center)	Mall Walking Club (Central Mall)	Registered Dietitian Sessions (Central College)
Breathing Sessions (Rachel's Stress Clinic)	Fitness Classes (Center Town Fitness Center)	Cooking Class (Mike's Fresh Fish Market)
Body Messages (Town Central Therapeutic)	Wednesday Walking Club (Walking Warriors)	Nutritional Recipes/Seminar (Shelly's Kitchen)
Meditation (Healthy Life Meditation Center)	Kayak Rentals/ Instruction (KDA Rental)	Healthy Restaurant Options (Central Chamber)
Spiritual Counseling (First United Methodist)	Bike Club (Mountain Side Bike Shop)	Healthy Meal Delivery (Senior Church Group)
1 on 1 Kids Counseling (Mind Soul Therapy)	In School Walking Club (Central School)	Community Garden (Central School)

Define:

Tell us what the asset is and who will provide it.

Free or Paid:

These assets may be free "in-kind" donations from business or organizations or paid services that you intend to include in your budget.

Resources Outside of Your Area:

You may wish to use Assets outside of your *Anchor and Surrounding Community*. This could be a gym across town, a dietitian who works outside of the county, etc.

SECTION 2. CALENDAR

Purpose: We need a 1 month mock calendar of events to show us how you plan to implement your actives according to the categories Mind, Move, Eat.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	EXAMPLE
M I N D		1on1 Kids Counseling		1 on 1 Kids Counseling		1 on 1 Kids Counseling	Saturday
M O V E		In School Walking	In School Walking	In School Walking	In School Walking	In School Walking	Kayak Rentals/ Instruction
E A T	Healthy Meal Delivery	Community Garden	Community Garden	Community Garden	Community Garden	Community Garden	

Daily Occurrence:

Some assets on your calendar occur on a daily basis. Daily events are most successful when you partner with an existing organization.

Paid Assets:

Make sure to space your paid assets out on your calendar so that you can utilize each of them over a 6 month timeframe.

Participation:

Schedule each event when you expect the largest amount of participation. It may benefit you to have events on the weekend.

SECTION 2. YOUR PLAN FOR DRIVING PARTICIPATION

Purpose: We want to understand how you will motivate your community to participate in these events.

EXAMPLE

	Transportation: Offer a vehicle or bus for events.		Social Media: events page or group.
	Cash: Draw excitement/ participation.		Paid Advertisements: local news & media outlets.

Free or Paid:

These participation drivers may be free “in-kind” donations from business or organizations or paid services that you intend to include in your budget.

Additional Categories:

No one knows your community better than you and your Steering Committee. Participation will be the backbone of your success. Do you research and collectively determine what you can do to drive participation at your events.

SECTION 3. BUDGET

Purpose: We need an estimated breakdown of the total expenses you will incur over a 6 month period.

Budget Allocation ●

MIND	25%
ABC Counseling Center	2,000
Rachel's Stress Clinic	2,000
Town Central Therapeutic	2,000
Healthy Life Meditation Center	2,000
First United Methodist Church	0
Mind Soul Therapy	2,000
Incentives	1,000
Facilities	1,000
Supplies	250
COVID PPE	250
MIND TOTAL	\$12,500

MOVE	25%
Central Mall	0
Center Town Fitness Center	4,000
Walking Warriors	0
KDA Rental	3,000
Mountain Side Bike Shop	0
Central School	2,000
Incentives	2,000
Facilities	1,000
Supplies	250
COVID PPE	250
MIND TOTAL	\$12,500

EAT	35%
Central college	1,000
Mike's Fresh Market	3,000
Shelly's Kitchen	3,000
Central Chamber	1,000
Senior Church Group	1,000
Central School	0
Incentives	2,000
Facilities	2,000
Supplies	4,000
COVID PPE	500
MIND TOTAL	\$17,500

EXAMPLE

● **Assets:**

Please list the individual expenses that are associated with your MIND, MOVE, EAT Assets.

ADMINISTRATIVE	15%
Consulting Fees	1,000
Online Streaming Service	1,000
Advertising	4,500
Signage	1,000
MIND TOTAL	\$7,500

● **Administrative**

Be sure to include any additional expenses that may be incurred over a 6 month period.

We need a budget for all of the inventory assets that you intend to use over a 6 month period. This budget will inform us how you intend to use the \$50,000 in cash prizes. It should correspond to the inventory of assets on page 5.

SECTION 4. TOP 5 REASONS

Purpose: BE CREATIVE! We want to know what makes your community stand out! Give us 5 compelling reasons your community should win!

EXAMPLE

	<p>Business Support: We have raised \$7,000 in matching donations for this project from the business community. In addition to the cash, we have also had 200 people sign a letter of commitment for eating 1 extra vegetables every day for the next 6 months.</p>
	<p>Family Approach: Our community hits each of the age demographics. Rather than approaching groups separately, we have decided to work with families. We believe that the best way to impact the community, is to start with families.</p>
	<p>Proven Success: We have had a working group in our community for over 5 years. Although we have only focused on movement and exercise, we have the infrastructure to implement more programming.</p>
	<p>Leadership: We have support from 10 leaders who will oversee this program in addition to 20 others who are committed to helping on the steering committee.</p>
	<p>3,000 Soldiers: Rather than waiting until we won, we went door to door to ask people what they could do to help combat obesity. We have over 3,000 signed letters of commitment to participate in at least of the programs that we have planned.</p>

THE PLAN FOR YOUR COMMUNITY (TEMPLATE)

feel free to use this template or create your own

SECTION T 1. YOUR COMMUNITY

Purpose: Define Your Community

EXAMPLE OVERALL DEMOGRAPHICS		
	Anchor Neighborhood	
	Surrounding Neighborhoods	
	Total Commitments	

SECTION 1. YOUR HEALTH TEAM

Purpose: Introduce The Team That Will Assure Project Success

HEALTH TEAM LEADER(S)

PROGRAM LEADER

STEERING COMMITTEE

LEADER #2	LEADER #3
LEADER #4	LEADER #5

SECTION 2. YOUR COMMUNITY ASSETS

Purpose: Current Inventory List Of Committed Health Assets That Will Be Used In Your Program

Mind Examples	Move Examples	Eat Examples
Asset	Asset	Asset

SECTION 2. CALENDAR

Purpose: We need a 1 month “mock calendar of events” to show us how you plan to implement your actives according to the categories Mind, Move, Eat.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Mind: Blue

Move: Red

Eat: Green

SECTION 2. YOUR PLAN FOR DRIVING PARTICIPATION

Purpose: We want to understand how you will motivate your community to participate in these events.

	Incentive 1:		Incentive 2:
	Incentive 3:		Incentive 4:
	Incentive 5:		Incentive 6:
	Incentive 7:		Incentive 8:

SECTION 4. TOP 5 REASONS

Purpose: We want to know what makes your community stand out! Give us 5 compelling reasons your community should win!

	Reason 1:
	Reason 2:
	Reason 3:
	Reason 4:
	Reason 5:

FAQ

Please review these FAQ prior to contacting us.

<p>Is impacting obesity our only goal?</p>	<p>For now, yes. We have a lot of obstacles in the community, but we need to start somewhere. We choose obesity because the Community Health Needs Assessment indicated that obesity, drug abuse, and cancer were the top 3 issues. We intend to start with obesity and work our way into impacting the other categories in the future.</p>
<p>Does the calendar have to be in stone?</p>	<p>No. We want to see that your in the right mindset for planning activities. Once we select a winner, we will work collectively to complete a 6 month calendar, filled with our investment and your resources.</p>
<p>How long is the program?</p>	<p>The winning team is expected to start programming on November 1st, 2020. The pilot program is planned to go at least 6 months. The hope is that the selected community will sustain its growth and impact after the 6 month period.</p>
<p>When does the program start?</p>	<p>By November 1st, 2020 the calendar must be finalized and programs should be underway.</p>
<p>Is the event live?</p>	<p>The presentations will be pre-recorded. The Q/A session will be live streamed.</p>
<p>Who completes the RFP?</p>	<p>Community meetings will take place in the first 2 weeks of September. Our committee will contact existing community leaders to participate and learn the details necessary for completing a RFP. One person from each community will be responsible for completing the Request for Presentations.</p>
<p>What is the timeline of events?</p>	<p>Aug 24 Announcement: Community Meetings/ Appoint Leaders/ Begin Request For Presentation Process Sept 25 RFP: Deadline For Each Community To Submit Their RFP & Prepare Digital Presentations Oct 1 Coaches Review: Pre-Recorded Virtual Presentations Will Be Submitted And Reviewed By Coaches Oct 15 THE HEALTH GAMES: Presenters Will Be Invited To Sit In Front Of Coaches For Feedback, Critique, & Q/A Oct 15 Winner Announced: One Community Will Be Selected By The Coaches To Implement Their Strategy</p>