Saint Elizabeth Community
Where RI seniors come first™

Saint Elizabeth Community

Walk for Wellness 5K

MOUNT Hope PR

| Jami Hall | Christina Alario | Chandler Capozzi | Lauren Smith | Alexia Shabo |

To Saint Elizabeth Community:

In the past months, Mount Hope PR has been working diligently to plan the employee 5K event that you requested from us. This spring, we hope the first annual "Walk for Wellness 5K" will be brought to life. We've created the "Walk for Wellness 5K" as a part of the Fit to Care employee wellness program.

In order to successfully plan this event, we first conducted a survey of Saint Elizabeth employees to gauge their interest in an employee 5K. We found that the majority of employees would love to participate in this type of event. However, we also discovered that a surprising amount of employees did not feel appreciated by the organization and didn't feel that Saint Elizabeth Community cared about their health and wellness.

After this discovery, we felt that the Fit to Care program, and Saint Elizabeth's as a whole, would greatly benefit from implementing an entire PR campaign. Therefore, we not only created a 5K event plan, including all the necessary event applications, a budget, and collateral materials, but we also included a PR plan to revamp the Fit to Care program and spread the messages of the program more effectively.

The Fit to Care program was created to encourage employees to "care to be fit, so that you are fit to care." We believe that by promoting the Fit to Care program and encouraging employees to participate in Fit to Care events, including the Walk for Wellness 5K, we can prove to employees the Saint Elizabeth Community cares about their employees' health and wellness and appreciates all of their hard work, therefore increasing positive attitudes towards the organization as a whole.

We have had a lot of fun the past few months putting this book together for your viewing and have enjoyed working so closely with such a great organization like Saint Elizabeth Community. We would like to thank you personally for taking the time to work with us and help enhance our learning experience at Roger Williams.

Thank you so much for this opportunity, we hope you enjoyed it as much as we did!

Sincerely,

Mount Hope PR

Jami Hall
Christina Alario
Chandler Capozzi
Lauren Smith
Alexia Shabo

Table of Contents

Introduction to the "Walk For Wellness" 5K	1
Event Logistics	2, 3
Event budget	4
Introduction to PR Plan	5
Situation Analysis	6
Research	7, 8, 9, 10, 11
Goals and Objectives	11, 12, 13
Themes	13
Target Publics	14, 15, 16, 17, 18
Messages and Devices	19, 20, 21
Timeline	22
Evaluation Techniques	23, 24, 25

Appendix

Necessary Forms for 5K Planning	i, ii, iii, iv, v
Collateral Materials for 5K	vi, vii, viii, ix, x, xi, xii, xiii
Research Survey	xiv, vx
Survey Results	xvi, xvii, xviii, xix, xx, xxi
Collateral Materials for PR Plan	xxii, xxiii, xxiv, xxv, xxvi

Introduction

Saint Elizabeth Community (SEC) is a not-for-profit 501 (c)(3) organization dedicated to providing top-of-the-line care to Rhode Island's senior citizens. Founded in Providence in 1882, SEC spent the next 125 years expanding and growing into the six-location organization they are today. SEC's mission is to be a model for how society will care for the growing number of aging individuals in our society. SEC offers a wide array of services, which they hope to expand, to fulfill this vision from long-term care, to short term rehab. With compassion, integrity, innovation, and accountability SEC will continue to provide impeccable care in every capacity.

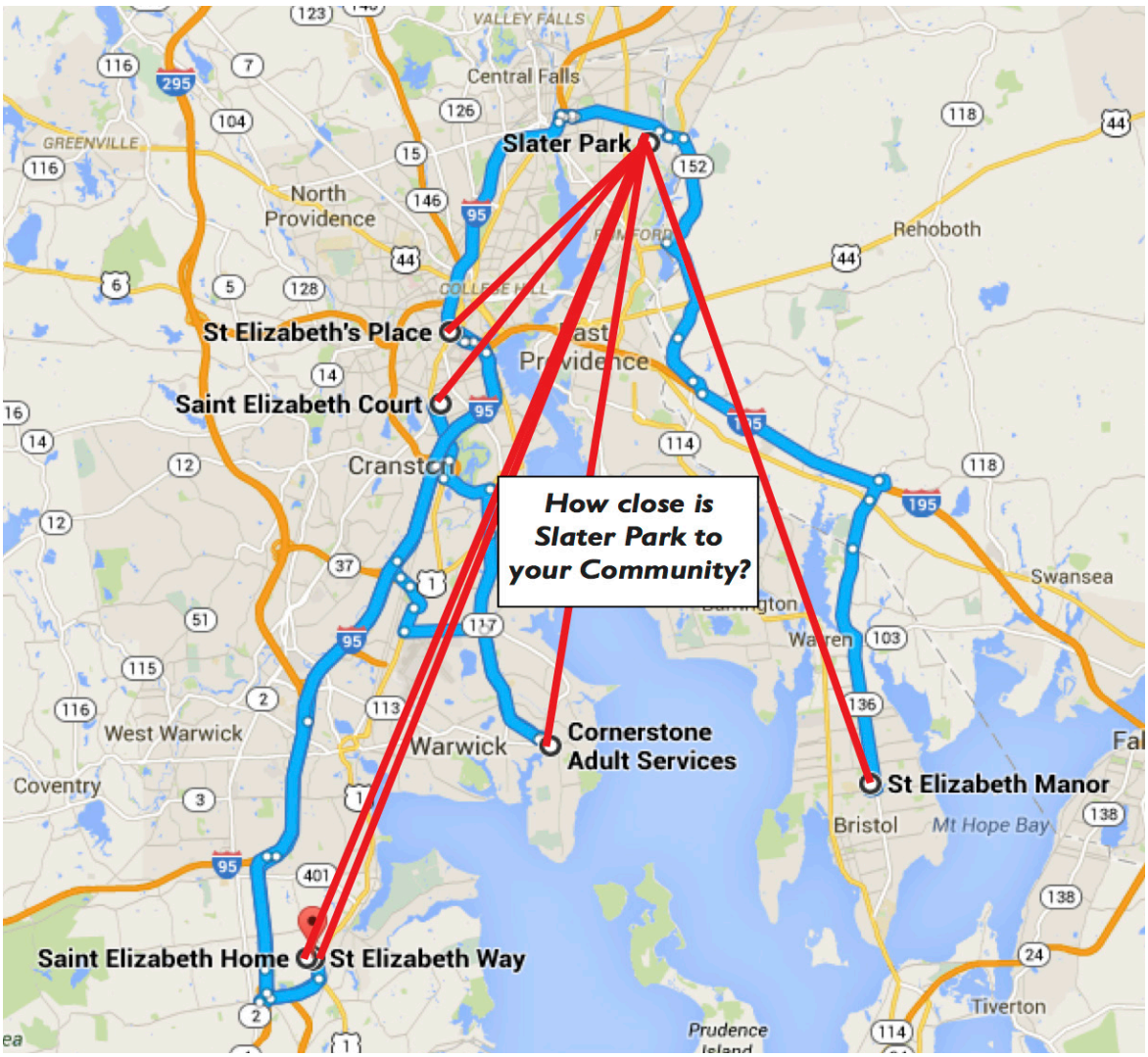
SEC is not only dedicated to their patients, members, and residents, but also their employees. SEC began an employee wellness program that urges their employees to "care to be fit so [they] are fit to care." The "Fit to Care" program offers support to their valuable employees in their individual health and wellness efforts. Staff members are even eligible for discounts on their health insurance premiums by fulfilling a few requirements, including getting a yearly physical examination. Other efforts based on this initiative include the Walking Challenge, in which employees were invited to compete in a six-week competition to see which team could walk the most steps.

SEC is now looking to host an employee 5K event that will echo the messages behind the Fit to Care program as well as show SEC's appreciation towards their employees. This 5K is not meant to be a race, but an employee bonding experience that promotes health and wellness. Friends and family members of employees will also be welcome to participate in the walk/run. An invitation, which will include a link to register for the 5K, to participate will be sent out to all employees via e-mail. This same registration link, created through eventbrite.com, will also be posted on LinkedIn and on flyers placed in all of the SEC locations.

To stress the ideas behind this 5K, we are calling it the "Walk for Wellness 5K". It is important to SEC that the 5K does not seem intimidating to non-runners, and this name not only does that, but promotes the "care to be fit, so you are fit to care" mentality of the employee wellness program. Our hope is that the Walk for Wellness will be such a success that it will become an annual event with a growing number of participants each year.

Event Logistics

Saint Elizabeth Community's First Annual Walk for Wellness 5K will be hosted at Slater Park in Pawtucket, Rhode Island - a beautiful park with great scenery for walkers and runners, with picnic areas and outdoor activities that would allow the family to spend the day at the park, even after the 5K has concluded. Slater Park was the most central location that also fell within our budget to host this event. When surveyed, 40% of SEC employees would be willing to travel more than ten miles to participate in an SEC 5K (appendix xix, figure 3.2). From almost all SEC locations, the park is a 20 to 40 minute ride. Slater park also has plenty of parking and restrooms to accommodate an event with less than 250 people.



Slater Park already has a standard 5K route used in most races (see appendix v). The park has also provided a step-by-step plan on how to execute the event - including what forms need to be filled out, occupancy, and other things to consider, all of which can be found in appendices i-iv. In January 2015, the park will send out the updated guidelines for park use and begin confirming events and dates for the park. Saint Elizabeth Community has been added to that e-mail list.

Event Logistics

Based on the 2014 guidelines, the park fee is $450 for an event with 201 to 399 attendees. In addition, you will need a police detail of two officers ($365). Those are the only two mandatory costs. We are estimating that 250 SEC employees will participate in the 5K. However, if there are more than 250 attendees, portable toilets are required (approximately $189). Our budget is based on having 250 participants, so keep in mind that it is only an estimate and is very flexible. To see our complete budget, see next page.

At the 5K, we would like to be able to offer water and granola bars to all walkers and runners. We've estimated that this will cost around $321, including Clif Bars and paper cups (purchased in bulk from Costco), and water coolers. These costs are not only optional, but could also be donated or already in your possession, in which case they can be excluded from the total cost of the event.

As an incentive for employees to participate in the 5K, we would like to offer them t-shirts and water bottles. From CustomInk.com, 250 t-shirts with the Walk for Wellness 5K logo (see appendix xii) on the front will cost $1,352. For 250 water bottles with the logo (in one color, see figure), from 4imprint.com, it will cost $290. We have come up with two options that would help to decrease these costs: 1) Add a $5 registration fee to participate in the event. 2) Only order 150 of the t-shirts and distribute on a first come, first serve basis (see budget on page 4). Again, these costs are completely optional.



With everything included (mandatory fees, 250 t-shirts and water bottles, snacks and drinks) the total estimated cost for this event would be $2,778. In the case more than 250 employees participate, the price of portable toilets would have to be added. If there were a $5 registration fee for participants, the cost could be decreased by up to $1,250.

5K Budget

MANDATORY FEES		
Park Fee	201-399 people	$450.00
Police Detail	2 officers	$365.00
Total		$815.00
OPTIONAL COSTS		
Incentives		
Water Bottles	250	$290.00
T-Shirts	250	$1,352.50
	150	$886.50
Snacks/Drinks		
Cliff Bars	12, 24-packs	$279.25
Water Coolers	2, 40 gal. jugs	$30.00
Paper Cups	1, 300 ct. pack	$11.99
Portatble Toilets (250+ people)	2 facilities/100 ppl	$189.00

TOTALS	
Everything included (optional & mandatory costs, 250 t-shirts & water bottles)	**$2,778.74**
Everything included (optional & mandatory costs, 150 t-shirts & water bottles)	**$2,312.74**
Mandatory fees only	**$815.00**
Add Portable Toilets for 250+ people	**$189.00**

To adequately plan the Saint Elizabeth 5K "Walk For Wellness" we began by conducting research on our target publics. In doing so, we found that a number of employees did not feel appreciated by the Saint Elizabeth Community, nor were they actively involved in the "Fit To Care" program. Due to these findings, we felt it was important to focus on the "Fit to Care" program in addition to planning the 5K and work on strengthening the program in its entirety. We chose to incorporate some new ideas into the Fit to Care program and explore new ways to promote "Fit to Care" events already in place. We believe that by generating an increase in participation of "Fit To Care" programs employee attitudes regarding SEC as a whole would become more positive as well.

We sought to promote the program by spreading the word about "Fit to Care" through various materials and events, encouraging employees to get involved and get excited. Placing a spotlight on employee appreciation will show them that Saint Elizabeth cares about their health and wellness, increasing morale. We also felt that encouraging employees to embrace the idea of wellness into their life was important in fulfilling the full potential of the program. This can be done by influencing employees to follow through on "Fit to Care" outside of work. By enforcing the "fit to care" motto, "care to be fit, so you are fit to care", we can help employees stay active and healthy, feel appreciated by the organization, and love their job.

Situation Analysis

Our research has shown that a majority of people working for the Saint Elizabeth Community feel generally positive towards the organization. 93% of our data was obtained from employees of Saint Elizabeth Community, more than half of whom, have been involved with the Saint Elizabeth Community for 10 years or more. Our research also indicated that almost 20% of the individuals surveyed have been with Saint Elizabeth for less than 2 years. This group is important to reach in terms of influencing their opinions about Saint Elizabeth Community because they are likely still forming their opinions about the organization. It is imperative to establish positive feelings towards the community early on in members to ensure these feelings develop and strengthen over time.

It is also important to make sure that long time employees continue their support by being reassured of the positive attributes of the Saint Elizabeth Community. Approximately 66% of individuals were found to have positive attitudes towards Saint Elizabeth Community. However, our research also displayed a need for an increase in the show of appreciation that SEC displays towards their employees because 15% of individuals indicated that they did not feel that Saint Elizabeth's appreciated them. We hope to see a noticeable increase in this value post 5K, simultaneously decreasing the amount of negative attitudes possessed by SEC members.

In regards to employee attitudes on general health and wellness, many of the Saint Elizabeth's Community employees place a high level of importance on healthy living through eating right and staying active (Over 80% of employees in both cases). By encouraging employees to participate in the Fit to Care employee wellness program, we are also motivating them to lead healthy lifestyle. Because this attitude is prevalent, 80% of individuals surveyed are interested in improving health and wellness in their own lives and 90% are interested in promoting these values within Saint Elizabeth's Community. Most people(75%) are aware that SEC, as an organization, places a high value on healthy living, so that all members are "fit to care" for the seniors in the greater Rhode Island area. These statistics shows us that members may be inclined to attend a planned 5K event because they possess an interest in the subject and support the cause behind it.

Almost 80% of individuals have previously attended a Saint Elizabeth Community event and are likely to attend another in the future. 23% have not previously attended an event and this lack of attendance may be a reason for, or result of the small percentage of ill feelings towards the Community.

Reasearch Findings

Improving and supporting health and wellness among their staff and employees is of the utmost importance to Saint Elizabeth Community. To emulate this initiative, SEC is exploring the idea of hosting a 5K run/walk in the coming year. The goal of this 5K is not only to play a role in improving and supporting the health and wellness among SEC employees and spread awareness of the Fit to Care program but to also show appreciation to all SEC employees.

To test the popularity of an event like this, we surveyed a sampling of SEC employees. This was done to get an idea of their attitudes and interest in a 5K event as well as the organization as a whole. A communication audit was also conducted to further explore the messages and values that already exist in the SEC community.

Saint Elizabeth Community Survey

Our survey included demographical, informational, and attitudinal questions to help us determine how the Saint Elizabeth Community employees would react to an employee 5K event sponsored by the Fit to Care program, to gain insight about the attitudes and opinions of Saint Elizabeth employees towards the organization as a whole and healthy living, and to determine our specific target publics. A link to an online survey was sent out employees via e-mail and hard copies were distributed among the employees at Saint Elizabeth Manor in Bristol, RI from October 3rd to October 6th.

The demographical questions were asked to determine our audience's age, location and association with Saint Elizabeth Community. This information will help us to determine which methods will be the most effective in communicating with our intended target publics. Attitudinal questions were included in this survey to gauge SEC community member's feelings about the organization and about health and wellness in general. We also thought it was important to assess the current attitudes of SEC employees about their place of work. One of the Fit to Care program's goals of is to promote health and wellness by spreading Saint Elizabeth's "Fit to Care" motto. For this reason, a portion of the attitudinal questions were asked to evaluate community member's current feelings towards healthy living and exercise. Our final objective in doing this survey was to ask informational questions regarding the logistics of the 5K event. The informational questions provide us with a general direction to go in when we begin to establish our messages and strategies in planning the event.

Key Findings – Demographical

The survey was put offered to all employees of the SEC community via paper handouts and e-mail. We received 66 responses to our survey.

Among those employees over 50% have been with SEC for 10 or more years and the vast majority were females (refer to appendix xvi, figures 1.2 and 1.3). Almost 60% of the employees

were between the ages of 46 and 55 and over and very few were under 35 years-of-age (appendix xvi, figure 1.4).

The majority of those surveyed answered that the closest SEC location to him/her was in Bristol. These results may be slightly skewed because Saint Elizabeth Manor (of Bristol) was the only location to receive hard copies of the survey. However, the surveys answered via e-mail included employees from four of their other locations. Saint Elizabeth Home in East Greenwich was the second closest location to the second largest group of employees (refer to appendix xvii, figure 1.5).

Key Findings – Attitudinal

We asked a number of scaled questions regarding the employee attitudes towards the SEC community and their attitudes and opinions on healthy living. We asked employees surveyed if healthy eating and physical activity was important to them. This was done to gauge their attitudes towards health and whether they would be interested in attending an event promoting healthy living. 60% of employees strongly agreed that healthy eating and physical activity was important to them (refer to appendix xvii, figures 2.1 and 2.2). About half of the employees also answered that they are looking to improve health and wellness in their own life as well as help promote health and wellness within the SEC community (refer to appendix xvii, figures 2.3 and 2.4). However, we surprisingly found that not all employees were aware that Saint Elizabeth Community cared about their health and wellbeing. Only 35% of employees surveyed were very aware and 40% were somewhat, leaving about 25% of employees slightly aware, or not aware at all (appendix xviii, figure 2.5). We felt this was due to a lack of awareness of the Fit to Care Program.

What was even more surprising was that 27% of the employees said that they did not feel appreciated by the administration and staff of Saint Elizabeth Community (appendix xviii, figure 2.6). However, 66.7% of employees had an overall positive attitude towards Saint Elizabeth Community (appendix xviii, figure 2.7).

Key Findings – Informational

One of our most important questions for SEC employees was whether or not they would even be interested in participating in at 5K run or walk. Slightly over 66% of the employees indicated they would be interested in participating, while about 25% were neutral, and only 8.5% indicated they would not like to participate (appendix xix, figure 3.1). Of those who were interested in participating and neutral, 40% of them would be willing to travel 10 or more miles to take part in the event. Another 20% said they would be willing to travel 7 to 9 miles (appendix xix, figure 3.2). In this same pool, almost 78% said they would bring family and/or friends to the event if they were to participate (appendix xx, figure 3.3). Over three-quarters of the employees had participated in or attended a SEC special event in the past and about the

same percentage had previously participated in a 5K walk or run (refer to appendix xx, figures 3.5 and 3.6). 70% of employees said they had friends and/or family who would be interested in participating in a SEC sponsored 5K.

We found that of all SEC social media platforms, Facebook had the strongest following (refer to appendix xxi, figure 3.7). However, almost 32% of those surveyed do not follow SEC on any social media, including Youtube, Facebook, Twitter, and LinkedIn. However, 17% of employees would like to be informed about SEC special events via social media in the future, while the majority, 65.5%, would like to be informed through e-mail (appendix xxi, figure 3.8). Most people have heard about SEC through word-of-mouth or an employee, and a similar number of people heard about SEC through either social media or the SEC website (appendix xxi, figure 3.7).

Communications Audit

Members of the Saint Elizabeth Community are committed to encouraging each employee to "care to be fit so [they] are fit to care." The communications disseminated within their community serve two main purposes: to promote their employee wellness ideal across all facets of their community, and to reaffirm their employees' appreciation and commitment to Saint Elizabeth.

We determined to complete a communications audit for two reasons. The first is because the 5K event that we are gathering information in order to plan is meant to be an internal event, targeting only SEC employees. Therefore, analyzing any communications used to target the public would not be appropriate for our research. The second, and more prominent, reason is that in doing our preliminary research we found very little external communication to analyze. This communication audit analyzed the recurring messages SEC used in reaching their employees and community and the level of effectiveness each form of communication had in accomplishing the previously mentioned two objectives.

Resource Materials

There are six primary forms of communication that were used in this audit:

- The community's website
- A pamphlet that briefly describes each of the locations and their services
- Saint Elizabeth's social media presence (Twitter and Facebook posts)
- Brochures that describe each center in-depth
- Issues of the SEC newsletter that is distributed both in print and online four times year
- Central Recurring Messages

We found that many of the materials analysed had messages consistent with the messages we are trying to promote with the employee 5K and the overall PR campaign. The main messages

we found were promoting wellness within the community and expressing employee appreciation. These messages were found in a variety of ways throughout the materials.

These messages are translated into two overarching slogans used in the majority of the materials: "fit to care" and "just like family." Examples of these messages are highly prevalent throughout all forms of communication distributed by Saint Elizabeth Community and are received in a variety of different ways.

The "Fit to Care" Program

"Fit to care" is the SEC's employee wellness program. As an organization that places a large emphasis on health and wellness as a standard for all its members and residents, SEC felt it important to transmit this initiative to their employees as well. Rather than strictly verbalizing their wellness goals throughout various media platforms, like their newsletter and website, SEC has hosted a variety of events and programs to inspire and enable employees to improve wellness in their own lives. Some examples include the May Walking Challenge, a six week competition where teams from various SEC locations wore pedometers to track their number of steps. The Maintain Don't Gain program consisted of weekly weigh-ins to encourage maintaining a healthy weight throughout the holiday season. The SEC Fit to care program has also organized numerous Blood Drives and Health and Wellness Fairs.

Collateral Material Language

All of SEC's promotional and informational material used language that encouraged a "proactive approach to individual health care." The Saint Elizabeth newsletters, which feature articles on members health, illustrated this. In our campaign, we hope to reinforce these same messages and mirror this language in collateral materials for the 5K event. Our hope is that a 5K event will continue to promote SEC's healthy living initiatives and encourage employees to lead an active lifestyle.

SEC tries to create a feeling of unity among their employees and residents. The phrases "just like family" and "seniors come first" are repeated throughout their collateral materials. SEC makes it clear that their main focus in on their community and the people they serve, not shareholders, which ensures a higher quality of care and a family-like atmosphere within the organization. The idea behind these messages is to create a sense of trust among residents and employees, as well as the public, which many similar organizations are not likely to have. SEC works to ensure that their employees are at their best state physically and mentally so that they may do their job as well as they can. All employees are encouraged to be "fit to care". SEC believes that each member of their community must be committed to providing unmatched service and play a vital role in the quality of senior care. In some of their newsletters, they even had employee feature articles that not only reinforced the idea of healthy living, but also showed employee appreciation.

Summary

Through our survey we have been able to determine many things that will help us form objectives, figure out how to best reach our target public, what they are interested in, and what issues we need to focus on throughout this campaign. Combined with the information compiled from the internal communications audit, we now know that many of the messages SEC is dis-

Goal

To encourage employees of Saint Elizabeth Community to participate in SEC's Fit to Care employee wellness programs; therefore, improving employee attitudes, reinforcing already positive attitudes and spreading awareness about the "Fit to Care" programs.

Introduction

Saint Elizabeth Community's "Fit to Care" employee wellness program was initiated with the hopes of improving health and wellness among their employees and volunteers. This 5K event, which we have named the "Walk for Wellness" will help to promote exercise and a healthy lifestyle throughout the Saint Elizabeth Community. Not only will the 5K spread awareness about the Fit to Care program, but by centering the event around employee wellness and accomplishments, the Walk for Wellness will also help to improve employee attitudes and reaffirm their commitment to the organization.

Our research has shown that a majority of people involved with the Saint Elizabeth Community feel generally positive towards the organization. 93% of our data was obtained from employees of Saint Elizabeth Community, more than half of whom, have been involved with the Saint Elizabeth Community for 10 years or more. Our research also indicated that almost 1/5 of the individuals surveyed have been with Saint Elizabeth for less than 2 years. This group is important to reach in terms of influencing their opinions about Saint Elizabeth Community because they are likely still forming their opinions about the organization. It is imperative to establish positive feelings towards the community early on in members to ensure these feelings develop and strengthen over time.

It is also important to make sure that long time members continue their support by being reassured of the positive attributes of the Saint Elizabeth Community. Approximately 66% of individuals were found to have positive attitudes towards Saint Elizabeth Community. However, our research also displayed a need for an increase in the show of appreciation that SEC displays towards their members, because 15% of individuals indicated that they did not feel that Saint Elizabeth's appreciated them. We hope to see a noticeable increase in this value post 5K, simultaneously decreasing the amount of negative attitudes possessed by SEC members.
In regards to employee attitudes on general health and wellness, many of the Saint Elizabeth's Community members place a high level of importance on healthy living through eating right

and staying active (Over 80% of members in both cases). By encouraging employees to participate in the Fit to Care employee wellness program, we are also encouraging them to be healthy. Because this attitude is prevalent, 80% of individuals surveyed are interested in improving health and wellness in their own lives and 90% are interested in promoting these values within Saint Elizabeth's Community. Most people (75%) are aware that SEC, as an organization, places a high value on healthy living, so that all members are "Fit to Care" for the seniors in the greater Rhode Island area. These statistics shows us that members may be inclined to attend a planned 5K event because they possess an interest in the subject and support the cause behind it.

Almost 80% of individuals have previously attended a Saint Elizabeth Community event and are likely to attend another in the future. 23% have not previously attended an event and this lack of attendance may be a reason for, or result of the small percentage of ill feelings towards the Community.

Objectives

Informational Objective

To inform 100% of Saint Elizabeth Community employees about the Fit to Care employee wellness program by May 2015.

Strategy 1

To use collateral materials in promotion of SEC's Fit to Care Employee wellness program and its messages.

Tactics

- Flyers
- Newsletters
- Employee Brochure

Strategy 2

Electronic communication and social media

Tactics

- E-Mail
- SEC Website
- Facebook
- Twitter

Attitudinal Objective
To increase positive employee attitudes about the Fit to Care program by 45% by May 2015.

Strategy 1
Special Events

Tactics
- Walk for Wellness 5K
- External Fitness Events - i.e. Breast Cancer Walk, Fight for Air, etc.
- Farm Fresh Produce Lunches

Behavioral Objective
To increase employee participation in Fit to Care events by 25% bt May 2015.

Strategy 1
Promotions

Tactics
- Countdown
- Pedometer
- Fitness club discounts

Strategy 2
Collateral Materials with facts & data that encourage participation

Tactics
- Posters
- Flyers
- Employee Newsletter
- Employee Brochure
- Countdown

Themes
Color Scheme
We chose the Salmon and Teal color scheme because it mimics the color scheme of the Saint Elizabeth Community logo. The exact color names are PMS 322 for the Teal and PMS 486 for the Salmon. We wanted all collateral materials for the plan and the 5K event to be cohesive with the materials that SEC was already using.

5K Logo
We designed the 5K logo to coincide with the existing Fit to Care logo. the 5K walk/run will be an event that is apart of the "Fit To Care" program at SEC, so we wanted to incorporate parts of the "Fit To Care" logo within the 5K logo. We used the person and the heart clip art and redesigned it with our "Walk For Wellness" name.

Fonts
We used the font named Gill Sans MT as are primary font for the logo and for the entire book because it it the same font that SEC uses on their logo.

Our Target Publics

Our goal throughout this PR campaign is to encourage the employees of Saint Elizabeth Community to participate in SEC's Fit to Care employee wellness programs; therefore, improving employee attitudes, reinforcing positive attitudes and spreading awareness about the "Fit to Care" programs. Because our goal is to encourage employee participation in the Fit to Care program, our target publics are internal. In order to spread awareness of the SEC Fit to Care program and foster more participation in its events, we are targeting the employees of SEC, whom the program was created for. Our main focus is to directly reach the individuals employed at all of the various SEC locations. To more effectively achieve this objective, we have split this target public into two smaller, more distinct groups. To successfully meet our objectives we need to reach as many employees as possible; these two groups host the largest amount of employees, which is why they will be targeted. The first of these subcategories, Group 1, is employees aged 36-54, and the second, Group 2, is employees aged 55 and older. This report will contain some prominent characteristics of the two target publics(including generalized character profiles), why each of them is important to our campaign, and how we plan on disseminating our messages to them in the future. Our hope is that by promoting the Fit to Care program we will be assuring SEC employees that Saint Elizabeth Community cares about the health and wellbeing of their employees, and therefore appreciates them for their hard work and dedication to the organization.

Meet Lisa Moore

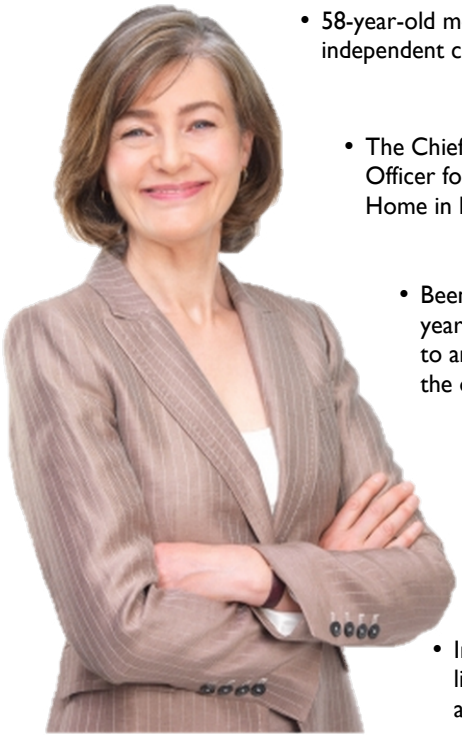
Looking for fun, healthy activities she and her family can do together

- RN at Saint Elizabeth Court in Providence
- Enjoys her work, but doesn't feel very appreciated by SEC
- 42-year-old busy mom of 2 young children
- Still healthy, but doesn't have much time to work out between working and taking care of her kids
- Keeps up with friends and current events through Facebook



Meet Margaret Thompson

Looking for enjoyable activities that will keep her healthy as she ages



- 58-year-old mother of 3 independent children
- The Chief Philanthropy Officer for Saint Elizabeth Home in East Greenwich
- Been with SEC for 27 years, she is committed to and passionate about the organization
- Lightly active – she enjoys participating SEC Fit to Care events
- In her free time, she likes to watch TV and read.

Target Public #1
Employees of Saint Elizabeth Community aged 36-54

Specific Demographics:
- People aged 36 to 54
- Parents of dependent children
- Active on Social Media
- Ability to partake in high-impact physical activity
- More recent additions to SEC

Specific Psychographics:
- Interested in maintaining personal fitness
- Concerned with preserving a youthful appearance
- Have little free time
- Interested in promoting a healthy lifestyle for children
- Less committed to SEC as an organization

Fifty-one percent of employees surveyed in our initial research fall into this target public. This group is comprised mainly of middle aged women looking for fun, healthy activities that will keep them looking youthful and that they and their families can enjoy together. Most of the people in this category are parents of dependent children. This means that their children likely still reside in their household and rely on them for a variety of things including financial support, transportation, everyday care and education. Essentially, dependent children still require a great deal of time and attention from parents in this age group, making the lifestyle of these people very busy. They must be concerned about the welfare of their entire family, and due to their duties as parents and employees they have little time to focus on themselves. For these reasons, a majority of the messages targeted at this public will focus on the opportunity that Fit To Care events, most notably the 5K, will provide parents to spend time with their children while simultaneously setting a positive example of healthy living.

These employees are also more apt to use social media devices to keep up to date with Saint Elizabeth Community. According to the Pew Research Center, approximately 77% of people in this age group are active social media users, and spend 74 minutes a day on average on the web. Additionally, while every other demographic had dropped its usage of social media by the end of 2012, this group was the only age demographic to increase its usage during that period, showing promise for social media among 36-54 year olds. 67% of online adults have a profile on facebook, and less than 20% have a profile on any other social media site. They are also the

age group that accesses e-mail accounts most often. Saint Elizabeth Community has a company page on both facebook and twitter, as well as an employee e-mail list. Considering the afore-mentioned statistics, our messages would be more widely received by this target public via the SEC facebook page than the company's twitter account.

Additionally, people in this age group are still very active and most constituents are physically able to partake in higher impact exercise and activities, such as running, jogging or biking. Much of their interest in healthy living comes from a desire to appear youthful and vibrant, rather than from age-related health concerns. They will be looking for Fit to Care events that provide effective exercises and activities that their whole family could potentially participate in.

Lastly, these employees are more likely to be newer hires of Saint Elizabeth Community. Saint Elizabeth celebrates milestones after periods of employment are completed by individuals. This is the organization's way of saying thank you to employees and reaffirming positive attitudes and commitment towards SEC. Even someone who has been around for 5-9 years, will only have been individually recognized for performance and dedication one time and need more reassurance that they are appreciated and cared for by the company. They are not likely to be aware of all of the opportunities available through the Fit to Care program and even less likely to actually feel motivated to participate. An objective for this group will be to spread messages that generate awareness and positive impressions of the Fit to Care program so that this target public fell a higher degree of dedication to the organization.

Profile #1 depicts a lifestyle that is representative of this age group.

Profile #1: *Lisa Moore is a 42-year-old busy mom of two young children aged eleven and seven years old. She lives in Cumberland, RI and works as a nurse in the assisted-living apartments located at Saint Elizabeth Court in Providence. She has been working there for just over two years and though she enjoys her work, she doesn't feel very appreciated by, or committed to the organization. With two young children and a full time job, Lisa is always busy. She gets up early her for a 6:00am shift, works until 2, picks her kids up from school, and has a little time to herself while her kids are at their extracurricular activities, during which time she usually cooks dinner. She tries to cook a well-balanced meal for her family, but doing so is often time-consuming and expensive. At the end of the day, she likes to unwind with a glass of wine and an episode of Scandal after her kids have gone to bed. She keeps up with old friends and current events through her facebook account, which she checks regularly. She used to be very active; she would go to the gym and workout several times a week. But raising two kids and working a demanding job means that she rarely gets the chance to work out anymore. Due to these factors, Lisa has noticed some weight gain over the years. She tries to go for runs in her free time but is usually bogged down by household activities. Lisa is looking for fun, healthy activities that she and her family can do together.*

Target Public #2
Employees of Saint Elizabeth Community aged 55 and above

Specific Demographics:
- 55 years old or above
- Parents of independent children
- Long-term employees of SEC
- Absorb news via traditional media
- Ability to partake in low-impact exercise regularly

Specific Psychographics:
- Less interested in personal fitness
- Concerned with preventing a variety of health conditions
- Adequate free time
- Passionate and positive about SEC as an organization

Thirty-three percent of employees surveyed in our initial research fall into this target public. Group 2 consists mainly of individuals 55 years old and above who are not recent hires of Saint Elizabeth Community and have developing health concerns. As parents of independent children, these individuals have adequate free time to focus on their own health and wellness. They are no longer responsible for the proper care of their families and are looking for new hobbies and activities to fill their time. However, this target public often prefers low-impact, relaxing activities as opposed to maintaining their personal fitness by means of regular exercise. They are not likely to exercise frequently, go to the gym or do any high impact activities. They have a variety of health concerns that act as their motivation to remain active. Issues such as obesity, diabetes, cardiovascular disease, high blood pressure, high cholesterol and some cancers can begin to appear at this age and are detrimental to the health of an individual. These conditions can be prevented with regular exercise, especially aerobic activities such as walking and stationary biking. For this reason, our messages for this target public will focus more on the health benefits of the Fit To Care events, especially the 5K.

In addition, members of this group are not as active on social media sites as are the member of target public #1. Only one-third of those 55 and older who use the internet say they tend to get almost all of their news online while 4 out of 5 people in this age group prefer to get their news in more traditional ways. For this reason, messages targeted at this public are less likely to be targeted through social media and electronic communication and more likely to appear in more traditional ways around the SEC locations.

Lastly, members of this target public have likely been members of the Saint Elizabeth community for a longer period of time; therefore, these individuals have more positive attitudes re-

garding SEC and higher commitment levels to the organization. This is important because an indirect intention of our goal is to reaffirm and improve employee attitudes. This target public is invested in the success of SEC as an organization, therefore, they are more likely to pay attention to company publications and to participate in events sponsored by the Fit to Care program.

The following passage is a character profile for an individual representative of this target public.

Profile #2: *Margaret Thompson is a 58-year-old married mom of three. She lives in Warwick, RI and works as the Chief Philanthropy Officer for Saint Elizabeth Home in East Greenwich. Margaret has worked for SEC for 27 years. She is committed to the organization, passionate about her work, and feels strongly that SEC values all of its members. She has two kids in college, and a third finishing high school. In 2012, Margaret's husband suffered a minor heart attack. Since this event, Margaret and her family have become more conscious of their health. Following that event, she made it a point to take a brief walk around the neighborhood with her husband every night after dinner. For the most part, her children take care of themselves and rely on Margaret much less than they used to, giving her more free time for other activities. In her spare time, she enjoys reading, gardening, watching television with her husband and attending her son's varsity baseball games. Margaret actively participates in the SEC Fit to Care program events, including the Walking Challenge that took place last May.*

Messages and Devices

Target Public #1

Employees of Saint Elizabeth Community aged 36-54.

Messages

- Care to be fit, so you are fit to care
- Your hard work comes with Fit to Care perks!
- Come together, run, and enjoy some healthy family fun!
- Take part in a healthy start! Exercise and healthy living can improve your quality of life.

Devices

- Emotional Appeals
  A general characteristic of this target public is that many of its constituents are parents of dependent children, who rely on their parents for a variety of things. Parents want healthy lifestyles for their children, and are willing to live well themselves in order to set a good example for their kids. Emotional appeals would be used in our messages and devices that encourage members of this target public to participate in Fit to Care events, especially the 5K, in the interest of their child's health and well being. We would also feature the opportunity for employees to spend quality time with their families in a fun and healthy way.
- Facts/Statistics
  Generally, people categorized by this age group are not concerned with preventing various health concerns at this stage of their life. More likely, they want to stay healthy because it keeps them looking youthful, aids weight loss, and improves stress and energy levels. For these reasons, we will use fact and statistics about the benefits of healthy living, especially in regards to these main concerns of target public #1, in our messages.

Target Public #2:

Employees of Saint Elizabeth Community aged 55 and above.

Messages

- Care to be fit, so you are fit to care
- Your hard work comes with Fit to Care perks!
- Prevention is a Walk in the Park!

Devices

- Testimonials
  Many of the SEC employees specific to target public #2 have been involved in SEC programs for numerous years and have participated in various walking challenges in the past. Consequently, many have great things to say about the effect that healthy living has had on their quality of life. Testimonials from these people would be featured heavily in order to persuade the employees that participation in the Fit to Care programs is worthwhile.
- Emotional Appeals
  People in this age group may not yet be experiencing the effects of aging in terms of vari-

ous age-related diseases; however, it is important for them to begin to take action to prevent such diseases from appearing in the future by participating in healthy living. Issues such as obesity, diabetes, cardiovascular disease, high blood pressure, high cholesterol and even some cancers can be prevented by regular exercise and smart eating. We will use emotional appeals to lead this public to conclude that Fit to Care events can have positive effects on their future health.

- Facts/Statistics
  We would use facts and statistics about various health issues that can become prevalent at this age and about regular exercise and healthy eating acting as successful means of prevention. Such information should help these employees to understand the risks of living in poor health and motivate them to take action.

Printed Materials (Flyers, Brochures, Company Newsletter)
Both of the publics that we will be targeting are internal to Saint elizabeth Community. For this reason, print outs such as the SEC newsletter, flyers, and brochures are very valuable vehicles for our messages. Our intention in disseminating our messages in this fashion is to make employees aware of both the Fit to Care program at SEC and the upcoming 5K and to generate positive buzz about both. Employees of Saint Elizabeth Community likely spend at least 40 hours a week in the various SEC locations, making them the most accessible and effective locations to broadcast our messages. Flyers will be put up on the walls of all of the locations, brochures will be handed out to employees and mentions of Fit to Care promotions will appear in the quarterly SEC newspaper. These initiatives will allow employees to view the displays on a regular basis, and they are more likely to discuss them with coworkers if they view them at work rather than in the home. Because they have equal potential to reach all SEC employees regardless of their age, all of our proposed messages would be featured in these hand outs.

A brochure specifically detailing the purpose and benefits of the Fit to Care program would be distributed to all employees, emphasizing the fact that the program was created in the interest of employee welfare. Employees should get a sense that the program is specifically for them so that they understand that the organization cares about each person as an individual. People are more likely to feel positive about their workplace, and remain there over longer periods of time if they feel that they are valued and will be treated well by the organization.
Samples of each of these handouts can be seen in appendix, x, xi, xiii, xxiv, and xxv.

Internet (Social Media, Electronic Communication, Company Website)
The produced printed materials will also encourage employees to keep up with SEC on facebook, and on the company's website. Our internet communication will be disseminated to both target publics but will be more specifically geared to target public #1. They are the public more likely to access their Email accounts, and check twitter and facebook postings. Of its two social

media accounts, on Facebook and Twitter, the Facebook site is more popular with 666 people following its posts as compared to 38 on Twitter. Because the Twitter account has such a small following, we will not focus too strongly on disseminating messages there extensively, especially considering that less than 20% of online adults have a Twitter account to begin with. The organization's Facebook account will be our main social media focus, with regular postings about Fit to Care events, updates about the 5K, and reminders about countdown challenges. We will update posts that stay true to our core messages and that we believe will target our specific public.

These messages will also be disseminated to all employees through e-mail. We have designed an Evite to be sent to each employee containing information about SEC's first ever annual 5K event, and a link to register. This tactic makes registering for the 5K quick and easy, as well as providing another medium for SEC to keep employees informed about Fit to Care programs.

Saint Elizabeth Community also has a website with a page specifically set aside to provide information about the Fit to Care program. This page is currently being underutilized and has a lot of potential to promote the program to SEC employees. This page should serve a similar purpose as the brochure that will be given to employees. It will talk about what Fit to Care is, why it was created, some facts and statistics about proper individual health care and include success stories of people who have participated in their initiatives in the past. An example of what could be placed on the website's Fit to Care page can be seen in appendix xxii.

January 5, 2015
Fill out event application for Slater Park with city clerk's office to confirm event date

January 5, 2015
Have Fit to Care brochures printed & displayed in all SEC locations

March 20, 2015
Send out e-vite via MailChimp to participate in the Walk for Wellness

April 1, 2015
Order Walk for Wellness water bottles and T-shirts

May 2, 2015
Walk for Wellness 5K!

January 10, 2015
Order pedometers & give away to as many SEC employees

March 18, 2015
Post flyers for the Walk for Wellness 5K in all SEC locations

March 29, 2015
Distribute countdown calendars to participants

April 31, 2015
Reminder E-mail sent to participants via Eventbrite

Informational Objective

To inform all Saint Elizabeth Community employees about the Fit to Care employee wellness program by May, 2015.

Measurement Of Production

We will measure the total number of collateral material made to inform our target public of our message.

- Flyers: We will count the total amount of flyers produced.
- E-Mail: We will count the number of emails sent out.

Measurement of Awareness

We will measure the total number of collateral materials received by employees to determine the level of exposure of our message. This will help us to determine the level of awareness.

- Saint Elizabeth Community Website: We will track the number of visitors to the Saint Elizabeth Community "Fit To Care" Program page . This will allow us to see the number of people learning about the program due to exposure to information.
- Facebook: We will count the total number of likes on The Saint Elizabeth Community Facebook page received once we begin implementing the PR plan itself. This will allow us to see the number of people learning about the program due to exposure to information.
- Twitter: We will count the total number of twitter followers we receive on the Saint Elizabeth Community Twitter handle once we begin implementing the PR plan. This will allow us to see the number of people learning about the program due to exposure to information.
- "Fit to Care" Events: By measuring employee attendance at events we will be able to tell determine how many people we informed.

Measurement of Distribution

We will measure how many pieces of collateral material are distributed by monitoring the number of replenishments needed to be made to materials. This will determine how informed the community is of our message by what they are seeing.

- Newsletter: We will count the total number of Newsletters distributed. This will allow us to see the number of people learning about the program due to exposure to information.
- Employee Brochure: We will count the total number of Employees to receive brochures. This will allow us to see the number of people learning about the program due to exposure to information.

Attitudinal Objective
To increase positive employee attitudes about the Fit to Care program by 45% by May 2015.

Measurement of Attitudes
We will use our initial knowledge of employee attitudes as a baseline to measure a change in attitude. This will be done by conducting a data comparison of our baseline information to data gathered after the implementation of tactics.

- Survey: We will have employees engage in the original survey that we conducted during our research, after they have been exposed to a number of our tactics. This will allow us to analyze any change in attitudes.
- Measurement of Exposure
- We will measure how often employees engaged themselves in "Fit to Care" activities that would promote the desired attitudes.
- 5K "Walk For Wellness": We will measure how many people attend the Saint Elizabeth "Walk For Wellness".
- External Fitness Events: We will measure the number of people who attend external fitness events offered such as the Breast Cancer Walk, Blood Drives and Fight for Air
- Farm Fresh Produce Lunches: We will measure the number of employees who take advantage of the Farm Fresh Produce Lunches.

Behavioral Objective
To increase employee participation in Fit to Care events by 25% by May 2015.

Measurement of Audience Behavior
We will measure audience behavior by tracking employee participation in "Fit to Care" affiliated activities.

- Countdown Calendar: We will measure the number of employees who take a countdown calendar. This will let us know the number of employees who are participating in the suggested activities.
- 5k: Count the number of employees to attend the "Walk For Wellness" 5K.

Measurement of Audience Action
We will measure the audience action by monitoring event attendance. By measuring the number of people who took action to participate in the "Fit to Care" program we can determine if our objective has been met.

- Pedometer: We will measure the number of people who are using their pedometers by

having participants log their steps every week.

- Fitness Club Discount: Count the number of people who take advantage of the discounted gym membership. This will allow us to see who is partaking in the type of lifestyle promoted by the "Fit To Care" program.
- 5K electronic invitation and sign up form: We will count the number of employees who sign up to participate in the 5K. This will allow us to determine who will be attending the 5k.

Measurement of Production

We will measure the total number of collateral material made to inform our target public of our message.

- Flyers: Count the number of flyers displayed
- Employee Newsletter: Count the number of newsletters distributed.

Appendix



CITY of PAWTUCKET PARKS & RECREATION

Slater Park office 728-0500 ext . 251

5K ROAD RACES IN SLATER PARK GUIDELINES

1. A $1,000,000 certificate of liability insurance with the city of Pawtucket listed as an additional insured must be submitted no later than one month prior to your event.
   " ref: City of Pawtucket – 137 Roosevelt Avenue – Pawtucket, RI 02860"

2. A **Parade Permit** is necessary for all runs because the Park must be shut down to traffic. This can be attained, filled out and signed at the City of Pawtucket Clerk's Office in City Hall. (This application is sent to the Parks & Recreation Department). The Parade Permit must be completed and brought to The Clerk's Office in Pawtucket City Hall at 137 Roosevelt Avenue, Pawtucket. **Approval from the City and Police Department are necessary.** Payment for police detail is to be made with the ***Pawtucket Police Department*** apart from this agreement.

3. In order to confirm a date, a fee must be paid in full no later than 90 days prior to your event. The permit fee schedule is as follows***)***:
   1-200 walkers = $350 201-399 = $450 400-800 = $550
   (there are no refunds as a result of inclement weather)

4. Events that require the closure of the Park for any period of time **must be conducted** on Sunday morning and must be **completed prior to 10:00 am.,** though you are welcome to continue your outing at Daggett Farm. **THE PARK WILL BE OPEN TO THE PUBLIC BY 10:30 am.**

5. Your fee enables the 5K road race access to the Daggett Farm parking lot and the Farm stage with electricity. The organization is must provide their own extension cords as Slater Park will not furnish these. There is limited restroom access and will be discussed in detail following the completion of the application.

6. Road races exceeding 250 runners/walkers must provide portable toilets by following the guidelines listed below. Some Park facilities will require portable toilet rentals if facilities are not available due to location or time period of your event ***(prior to Memorial Day and after Columbus Day)***.

7. A banner for the race can be brought to the Slater Park office 10 days prior to your event and will be attached to the wrought iron fence at the Newport Avenue entrance by park employees. You are responsible for removal directly following the event.

- continued-

8. Any additional media coverage and/or advertising outside of your organization's web-site must be discussed with the Director of Parks & Recreation. Though everyone likes to have a successful event, the additional exposure can also create an unsafe environment to your participants and park patrons. Slater Park is not designed to handle an influx of visitors without proper procedures in place.

9. Smaller signs can be erected on the day of the event (and are encouraged especially for parking) but must be removed prior to leaving the Park

10. Please leave the farm area cleaner than you found it !!!!

11. Sale of food is prohibited.

EVENT GUIDELINES with 250 + PARTICIPANTS

PLEASE KEEP IN MIND, DESPITE YOUR EVENT, SLATER MEMORIAL PARK IS A VENUE OPEN TO THE PUBLIC. THERE ARE MANY ENTITIES WITHIN THE PARK WHICH ARE UTILIZED DAILY AND WE ASK FOR YOUR COURTESY TOWARDS OUR CONSTITUENTS.

PARKING - Because you are able to reach a portion of registrants prior to your event, I am hoping that some direction will provide an enjoyable event for everyone. I have enclosed a map of Slater Park to be utilized in any way you feel necessary in an attempt to adhere to these safety precautions. PLEASE REFER TO THE SLATER PARK MAP PROVIDED. My greatest concern is for the safety of all during these events.

- The organization must present volunteers who must be responsible for parking in a safe and respectable manner on the day of your event or provide
- PARKING LOCATION SHOULD BE STATED PRIOR TO YOUR EVENT WITH ALL PARTICIPANTS. Parking signs with the event logo are strongly encouraged
- The City of Pawtucket can provide barricades to help with traffic monitoring.

    - **PARKING SHOULD BE HELD AT THE** grass area to the right of the tennis courts is the largest area to organize your event parking while still remaining in the proximity of your event's central area.
    - **Single file parking from the basketball court parking lot (Lot #8)** through the picnic grove may be beneficial to participants arriving from Newport Avenue. Again, **parking should be single file and on the right side only.**
    - **Parking one side of street in front of the pond (not field side)**

    - **PARKING SHOULD BE PROHIBITED FROM** :
        - **Carousel parking lot**, especially entrance to lot(**with exception of handicapped permits and organizers)**
        - **2 picnic parking lot areas noted as # 9 & #10 on the map** (with the exception of events after Columbus Day – picnic permit holders pay for convenience of such lots)
        - **Parking throughout the surrounding neighborhoods** is strictly prohibited and could result in fines and/or possible towing

- After 250 participants, it is required to meet with organizer regarding parking guidelines
    - A Parade Permit is necessary for closing streets off in the Park

TOILETS

- **Per Rhode Island State Law and DEM requirements, there is a policy in effect to provide 1 (one) portable unit per 100 people anticipated.**
- RUNS & WALKS make their own bathroom arrangements. (ordering & payment for them)
    - if asking the City to provide (factor in cost in addition to event fee)
        - Handicap = $57
        - Standard = $ 47
        - Drop off fee = $20 / unit
        - Pick up fee = $ 20 / unit
        - Fuel charge = $15 overall fee
    - **A CONFIRMATION FROM THE PORTABLE TOILET VENDOR MUST BE SUBMITTED TO THE PARKS & RECREATION DIRECTOR PRIOR TO THE EVENT.**

OUTSIDE VENDORS - All vendors must be brought to the attention of the Parks & Recreation Director for his/her written approval. Any vendor not pre-approved may be asked to leave and may result in the closure of your event.

- **VENDORS** – selling items (no food or drink sales allowed)– or **CORPORATE SPONSORED VENDORS** MUST APPLY at CITY HALL CLERK'S OFFICE
  - ONE DAY PEDDLER's LICENSE
  - PROPERTY USE FORM
  - MUST HAVE SALES PERMIT & LICENSE
    - Copy must be submitted to Parks & Rec
    - **Can not pertain to food or drink**
  - $100. paid per day / per vendor to the Pawtucket Parks & Recreation Department for set-up of a 10 x 10 tent area
    - Vendor must conduct business within confines of tent area
      - May not approach visitors outside tent area
    - Vendors are not allowed to sell outside of tented area.
    - Vendors are responsible for any littering of printed publications and/or promotions
    - Vendors are prohibited from posting promotional material (ie. cards, flyers, banners, signs) at any time throughout the Park without consent of Parks & Recreation Director
  - SALES of FOOD IS STRICTLY PROHIBITED

John N. Blais

City of Pawtucket

Parks & Recreation Division

401-728-0500 ext 257

fax: 401-729-4712

JBlais@pawtucketri.com

CITY of PAWTUCKET PARKS & RECREATION

Slater Park office 728-0500 ext . 251

SLATER PARK 5K ROAD RACE REQUEST FORM

Organization:_____

Address:_____

Cell Phone:_____**Work Phone:**_____

Email:_____

Race Date:_____

Race Time:_____
**** when a parade permit is required, the Walk /Run must be completed by 10:00 to open the Park**

Arrival Time:_____ **Registration Time:**_____

Start of Run:_____ **Departure Time:**_____
Approximate # of Racers:_____

Purpose of Race:_____

Special Requests:_____

_____

_____

Office Use Only

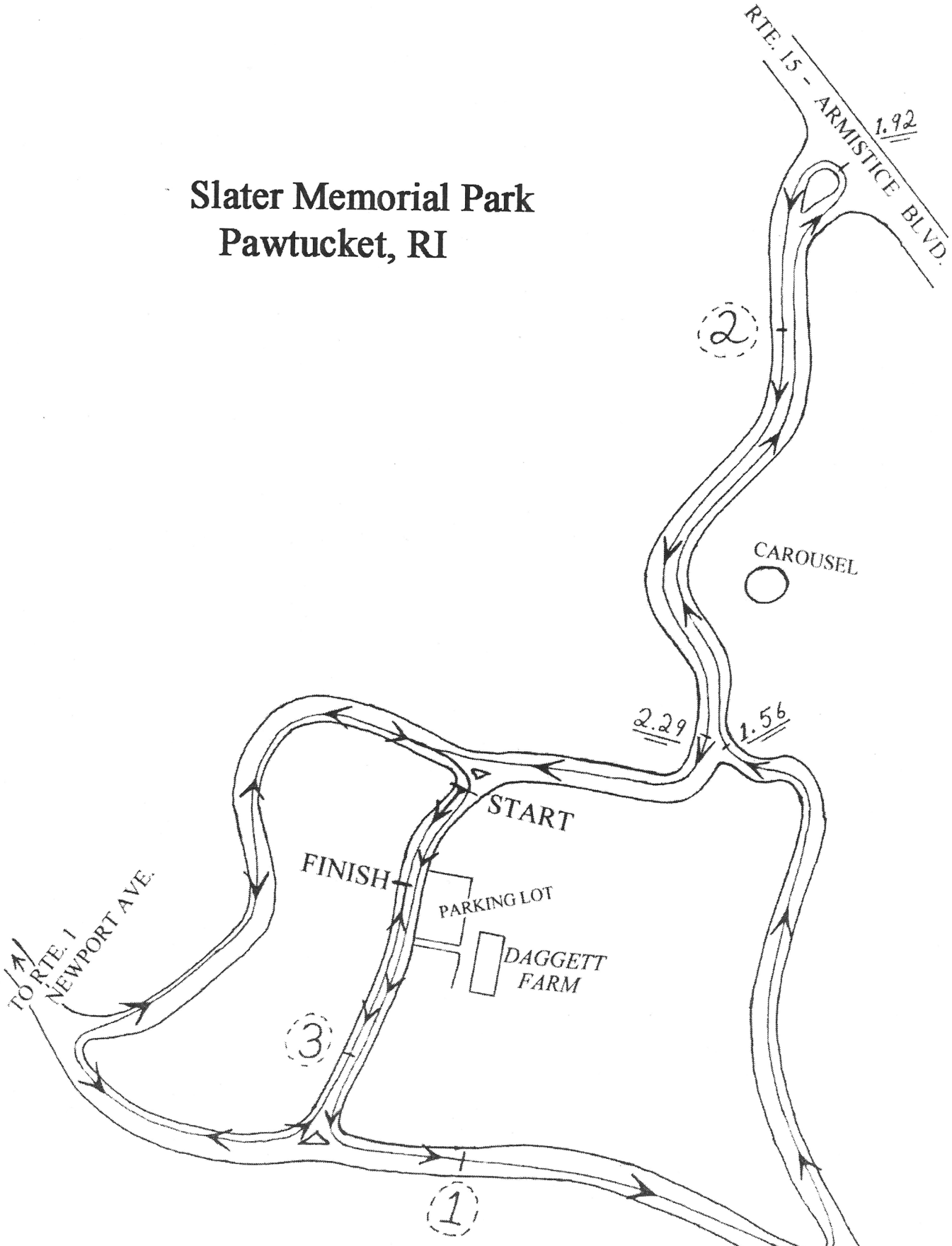
Payment Received:_____**Insurance Received:**_____

Parade Permit authorized:_____**Portable Toilet Rental fees:**_____

**** when a parade permit is required, the Walk /Run must be completed by 10:30 to open the Park**

5K RUN COURSE PROPOSAL

Course Map



• COURSE MEASURED BY RAY NELSON 5/3/08

Event Registration Page

Walk for Wellness 5K

Saint Elizabeth Community
Saturday, May 2, 2015 from 10:00 AM to 1:30 PM (EDT)
Pawtucket, RI

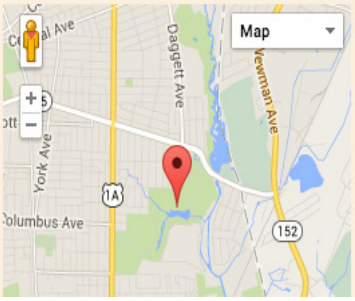
Ticket Information

TYPE	REMAINING	END		QUANTITY
Runner/Walker	300 Tickets	Apr 30, 2015	Free	1

Register

Save This Event

When & Where



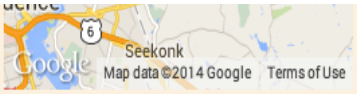
Who's Going

Connect to see which of your Facebook friends are going to Walk for Wellness 5K.

Connect with Facebook

Share Walk for Wellness 5K

Share Tweet Like Be the first of your friends to like this.



Event Details

Come join your friends and co-workers for a fun-filled day at the 1st Annual Walk for Wellness 5K at Slater Park in Pawtucket. Family and friends are welcom to run or walk in a Saint Elizabeth Community's first Fit to Care program 5K!

Have questions about Walk for Wellness 5K? Contact Saint Elizabeth Community

Slater Park
RR 1A
Pawtucket, RI 02860

Saturday, May 2, 2015 from 10:00 AM to 1:30 PM (EDT)

Add to my calendar

Organizer

Saint Elizabeth Community

Contact the Organizer

View organizer profile

facebook.com/SaintElizabethCommunity

SaintElizComm

Roger Williams University

Hall, Jami <jhall705@g.rwu.edu>

[Test] Register for the 1st annual Walk for Wellness 5K!

1 message

Saint Elizabeth Community <calario420@g.rwu.edu> Wed, Dec 3, 2014 at 5:05 PM
Reply-To: us9-8dd1bb21ce-f2c3ac401f@inbound.mailchimp.com
To: "<< Test First Name >>" <jhall705@g.rwu.edu>

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Is this email not displaying correctly? View it in your browser.

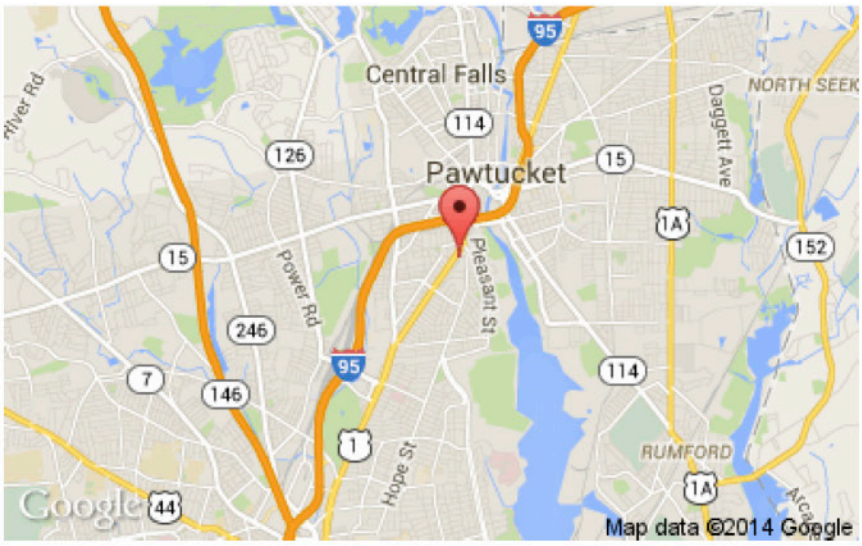


You are invited to attend:

Walk for Wellness 5K

Saturday, May 2, 2015 from 10:00 AM - 1:30 PM

Come join your friends and co-workers for a fun-filled day at the 1st Annual Walk for Wellness 5K at Slater Park in Pawtucket. Family and friends are welcom to run or walk in a Saint Elizabeth Community's first Fit to Care program 5K!



Slater Park
RR 1A
Pawtucket, RI 02860

Attend Event

Events powered by EventBrite

Copyright © 2014 Saint Elizabeth Community, All rights reserved.
You are trying out MailChimp!
Our mailing address is:
Saint Elizabeth Community
1 Saint Elizabeth Way
East Greenwhich, RI 02818

Add us to your address book

unsubscribe from this list | update subscription preferences

Walk for Wellness Countdown

Use these daily tips to help prepare for the Walk for Wellness 5K!

April 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Go for a walk during your break at work!	2 Do 50 jumping jacks!	3 Drink an extra 8oz. of water!	4 Your pick! Do your favorite type of exercise
5 Do something to relax. Yoga anyone?	6 Time to break in the running shoes. Walk or run a mile!	7 Cook dinner using local ingredients!	8 Skip the elevator and take the stairs!	9 Walk or run another mile!	10 Drink a cup of green tea tonight.	11 Feel the burn! Do as many crunches as you can!
12 Go to bed early. Get at least 8 hours of deep sleep!	13 Skip that dessert. Treat yourself to some fruit!	14 Do 45 to 60 minutes of cardio exercise	15 Spend at least 30 minutes outside today	16 Get some extra steps in! Park in the farthest parking spot	17 Try out a new local fitness class or gym!	18 Walk or run 2 miles!
19 Do something that makes you happy!	20 Your pick! Do your favorite type of exercise!	21 Stretch it out. Try some yoga or Pilates!	22 Walk or run 2 miles! Bring a friend this time!	23 Do as many push-ups as you can!	24 Substitute an unhealthy snack with a healthy one!	25 Do 45 to 60 minutes or cardio exercise
26 Fit in some quality time with family or friends!	27 Hydrate! Drink an extra 16oz. of water!	28 Cut out caffeine. No coffee or soda today	29 Walk or run 3 miles!	30 Try something new – use a new healthy recipe!	May 1 Rest up and hydrate!	May 2 WALK FOR WELLNESS DAY!!

Saint Elizabeth Community

Walk for Wellness



Take part in a healthy start!

Regular exercise not only keeps you in shape, but also helps you look and feel younger!

Join us for the first annual Walk for Wellness 5K!

Slater Park, Pawtucket, RI

Saturday, May 2, 2015

10 a.m. – 1:30 p.m.

Register at
https://walkforwellness5k.eventbrite.com/

x

Saint Elizabeth Community

Walk for Wellness



Did you know that just 20-30 minutes of exercise a day can help reduce your chance of heart disease, developing high blood pressure, diabetes, and colon cancer?

Prevention is a walk in the park!

Join us for the first annual Walk for Wellness 5K!

Slater Park, Pawtucket, RI

Saturday, May 2, 2015

10 a.m. – 1:30 p.m.

Register at
https://walkforwellness5k.eventbrite.com/

Gildan Ultra Cotton T-Shirt in White
CustomInk.com
250= $1,352.50 150= $886.50



(Blank Back)

"Sport Bottle w/ Push Pull Lid – 20 oz. – White
Item #10510
www.4imprint.com
250= $290 Min. order= 200



product details

- This white 20-oz HDPE plastic bottle is available with an array of lid colors.
- The imprinted water bottle fits in any standard bike cage, but it's also great for taking to the gym or on a hike.
- The push/pull spout on the screw-on lid keeps water from spilling out during your trek and also provides for one-handed drinking ease.
- This BPA-free custom sport bottle is made from #2 plastic, which can be recycled in most areas; check locally for more information.
- Made in the USA.
- Size: holds 20-oz.
- Your price includes a one-color wrap imprint on both sides of the plastic sport bottle.
- Set-up charge: add $50.
- Maximum number of imprint colors: 2
- Ready to ship in : 5 business days *.

* Excludes art preparation time, applies only to orders of 2500 items or fewer.

Your Art – You'll be able to send us your logo or give us instructions about your imprint by simply replying to the confirmation email you'll receive upon placing your order. You'll also receive a free online art proof for your approval before production.

Survey

1. Which Saint Elizabeth Community location is closest to you?
    a. St. Elizabeth Home – East Greenwich, RI
    b. St. Elizabeth Manor – Bristol, RI
    c. St. Elizabeth Court or St. Elizabeth Place – Providence, RI
    d. St. Elizabeth Terrace – Warwick, RI

2. Please rank your interest in participating in a 5K run/walk sponsored by St. Elizabeth Community
    1 2 3 4 5

3. Do you have friends or family who would be interested in running or walking a 5K sponsored by St. Elizabeth Community?
    YES or NO

4. How far would you be willing to travel to participate in a St. Elizabeth sponsored 5K?
    a. 0 to 3 miles
    b. 4 to 6 miles
    c. 7 to 10 miles
    d. 10+ miles

5. How would you choose to participate in a 5K event
    a. Walking
    b. Running

6. At what time would you be more likely to participate in a 5K walk/run?
    a. Morning
    b. Afternoon
    c. Evening

7. When would you be more likely to be available to participate in a 5K walk/run?
    a. During the workweek
    b. During the weekend
8. Would you need any special accommodation to participate in a 5K event? Ex. Food allergy, wheelchair accessibility, etc.

9. If you were to receive a t-shirt for participating in this 5K event, what size would you need?
    a. XS
    b. S
    c. M
    d. L
    e. XL

10. If you were to participate in a 5K walk or run, would you bring family or friends to this event?
    YES or NO

11. Have you ever participated or attended a St. Elizabeth sponsored event in the past?
    YES or NO

12. Have you ever participated in any 5K run or walk in the past?
    YES or NO

13. In what way are you associated with St. Elizabeth Community?
    a. Employee
    b. Volunteer
    c. Member/Resident

14. How long have you been involved with St. Elizabeth Community?
    a. 0-2 years
    b. 3-5 years
    c. 6-9 years
    d. 10+ years

Please rank your interest in the following:

15. Promoting health and wellness among the St. Elizabeth Community
    1 2 3 4 5

16. Improving health and wellness in your own life
    1 2 3 4 5

17. Have you, a friend, or a family member taken advantage of any of St. Elizabeth Community services now or in the past?
    YES or NO

18. If yes, what services have been or are being used?
    a. In-home care services
    b. Nursing and rehab services
    c. Assisted living services
    d. Senior activity services

19. In what ways have you heard about St. Elizabeth Community?
    a. Friend of family member
    b. Social media
    c. Website
    d. Advertisement
    e. Professional referral

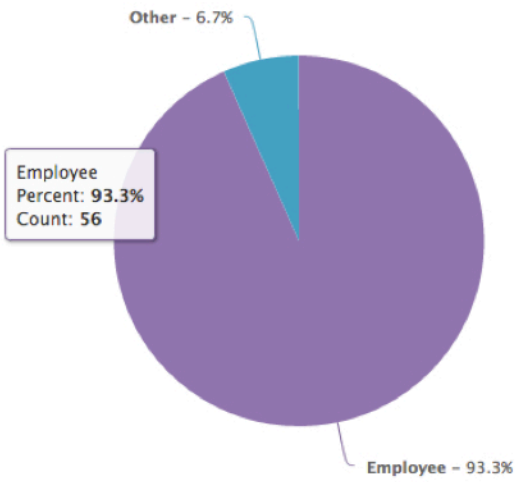
20. Please select which social media sites you follow St. Elizabeth Community on
    a. LinkedIn
    b. Facebook
    c. Youtube
    d. Twitter
    e. None

21. How would you like to receive further information about St. Elizabeth Community special events?
    a. E-mail
    b. Telephone
    c. Mail
    d. Social Media

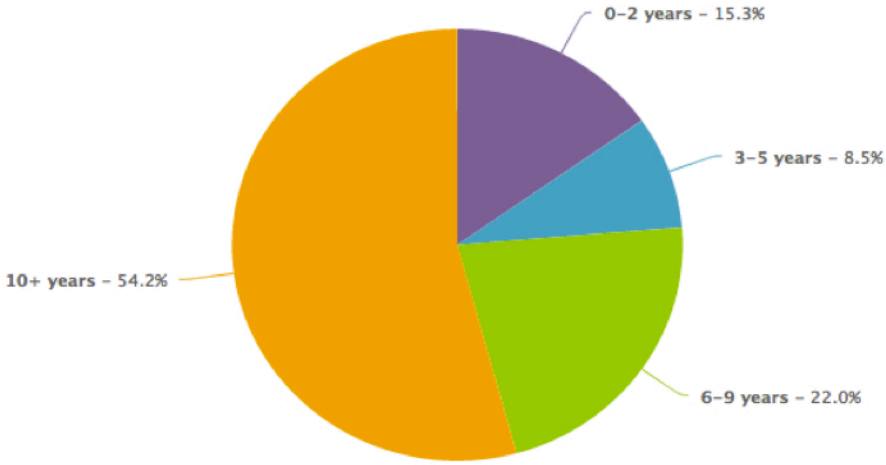
22. Please select your age group
    a. 20 years old or under
    b. 21-30 years old
    c. 31-40 years old
    d. 41-50 years old
    e. 51 years old & up

DEMOGRAPHICAL QUESTIONS

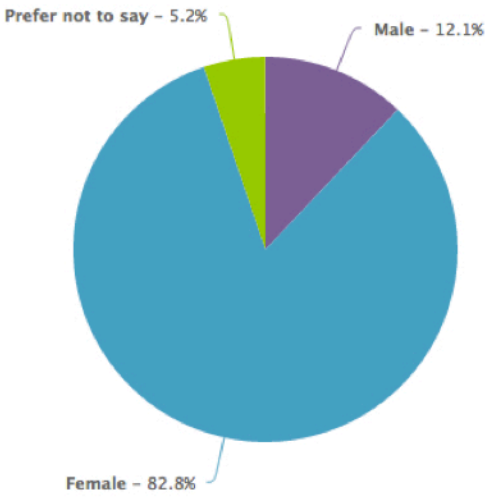
In what way are you associated with Saint Elizabeth Community?
Figure 1.1



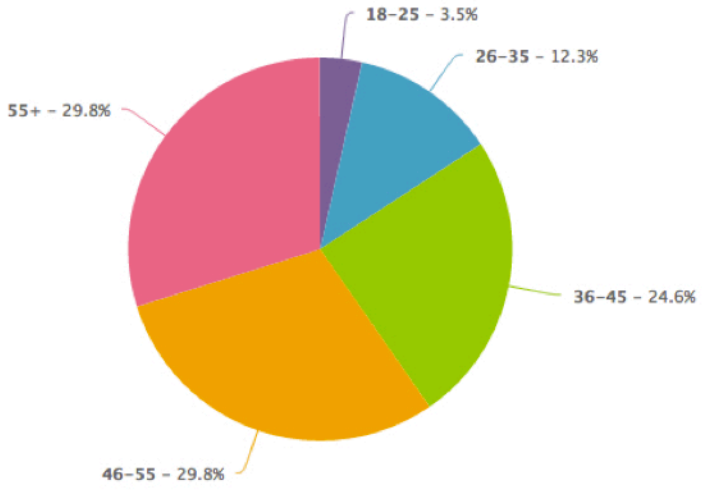
How long have you been involved with Saint Elizabeth Community?
Figure 1.2



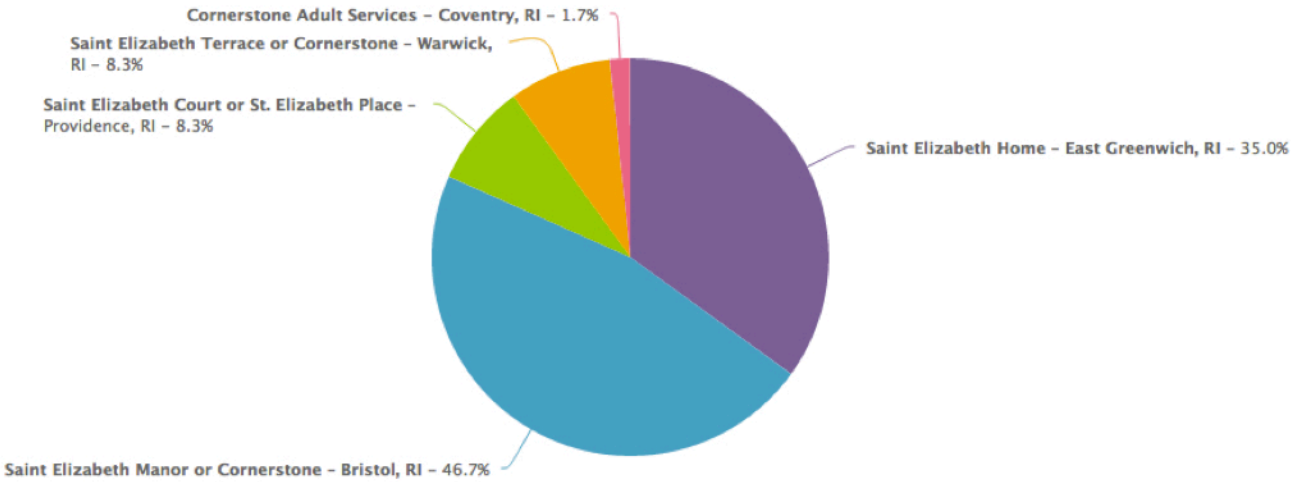
Gender
Figure 1.3



Age Group
Figure 1.4

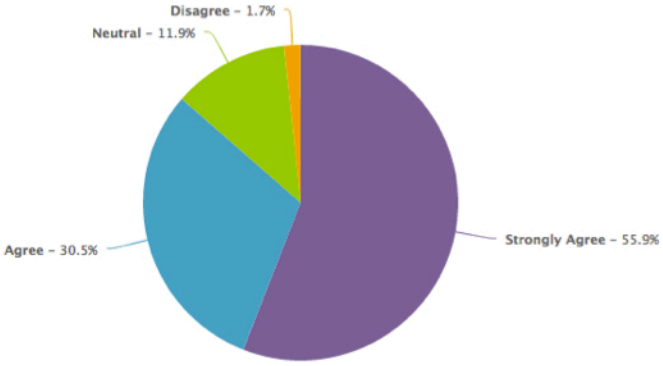


Which Saint Elizabeth location is closet to you? *Figure 1.5*

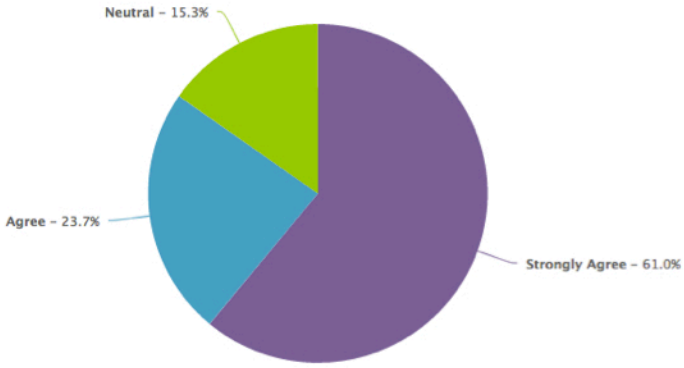


ATTITUDINAL QUESTIONS

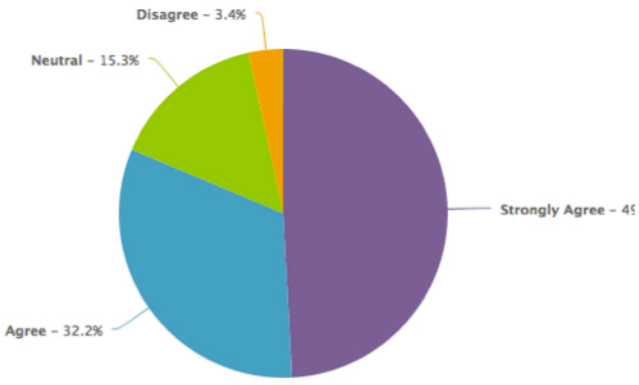
Healthy eating is important in my life
Figure 2.1



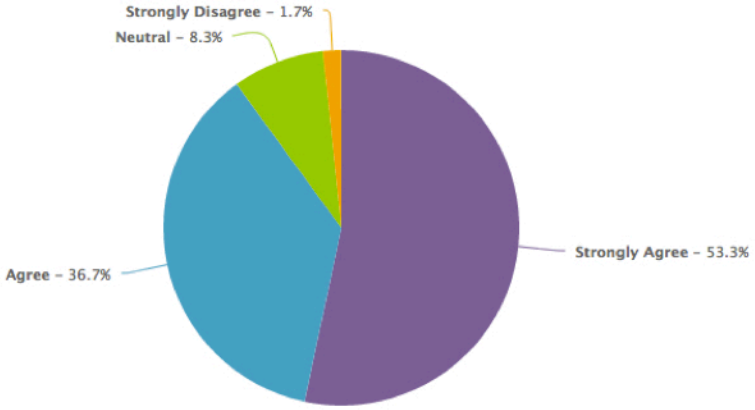
Physical activity is important in my life
Figure 2.2



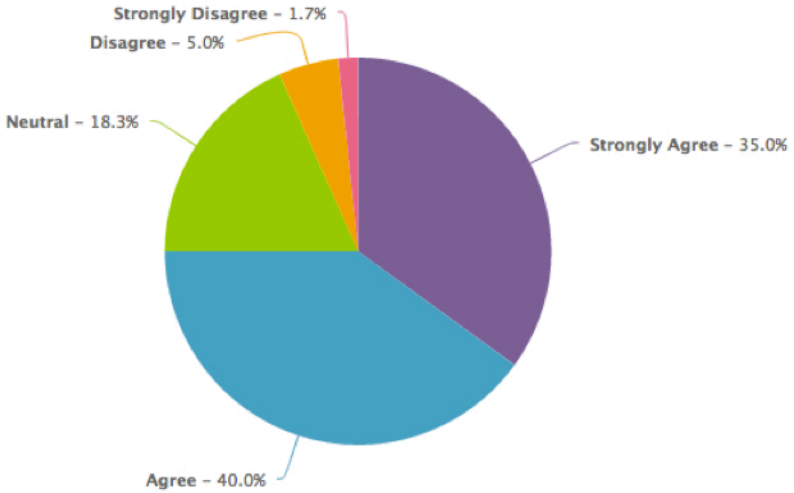
I want to improve health and fitness in my own life
Figure 2.3



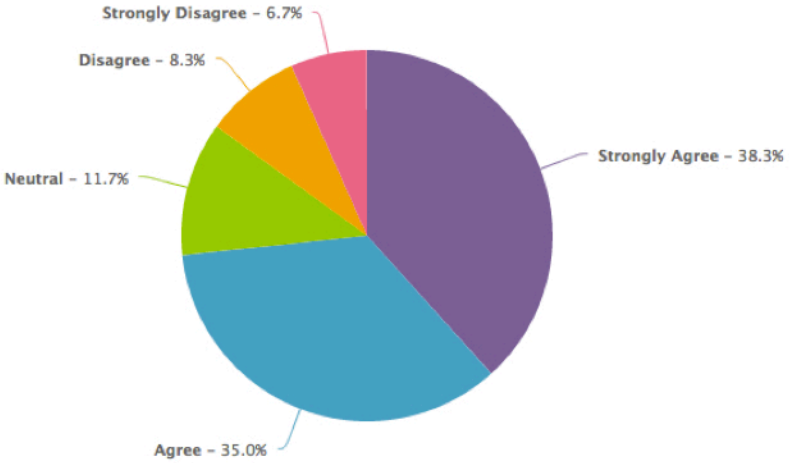
I want to help promote health and wellness among the Saint Elizabeth Community
Figure 2.4



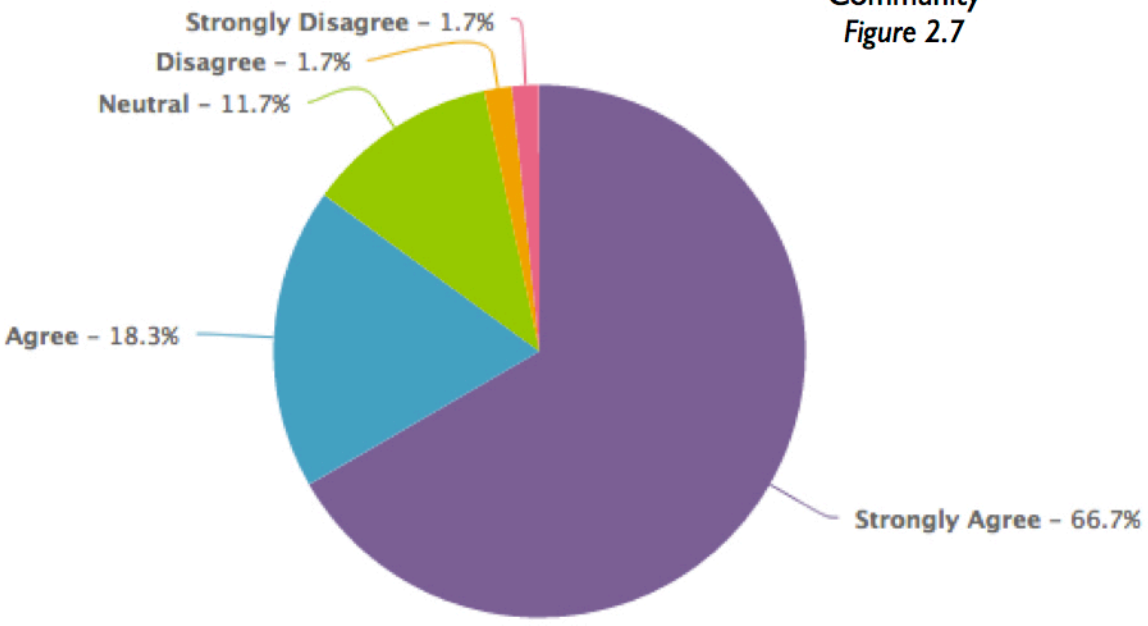
I am aware that Saint Elizabeth Community cares about my health and wellbeing
Figure 2.5



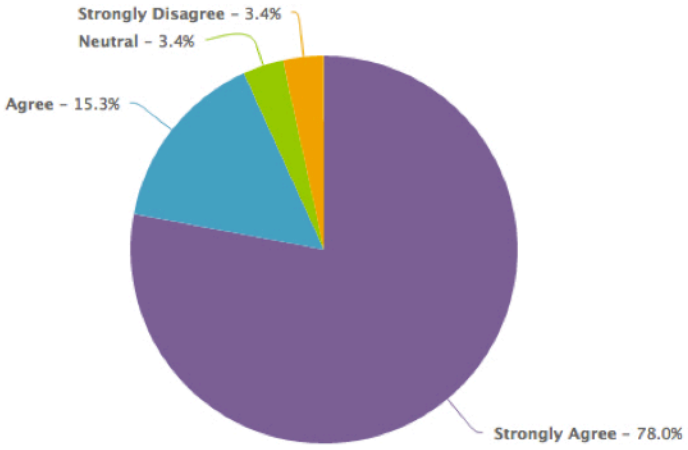
I feel appreciated by the administration and staff of Saint Elizabeth Community
Figure 2.6



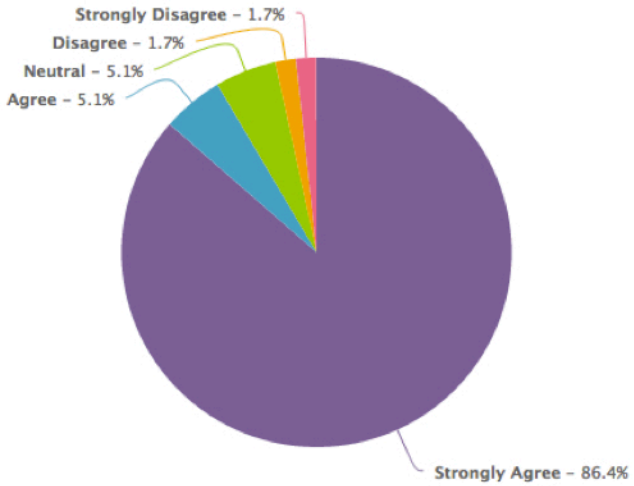
I have a positive attitude towards Saint Elizabeth Community
Figure 2.7



"Family time" is important to me
Figure 2.8

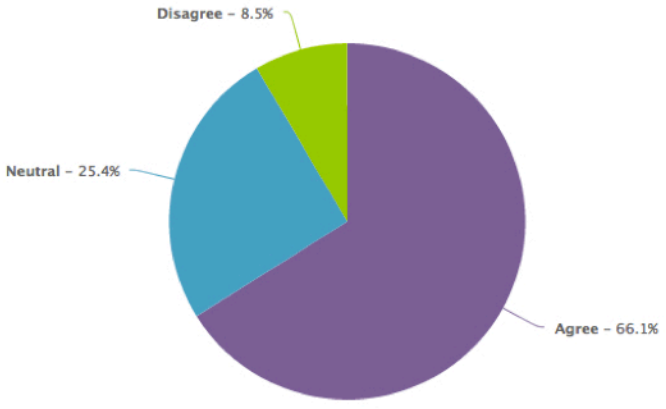


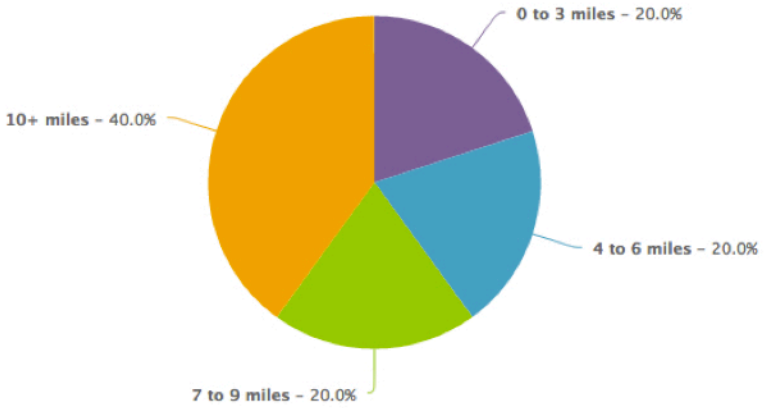
The elderly people in my life are important to me
Figure 2.9



INFORMATIONAL QUESTIONS

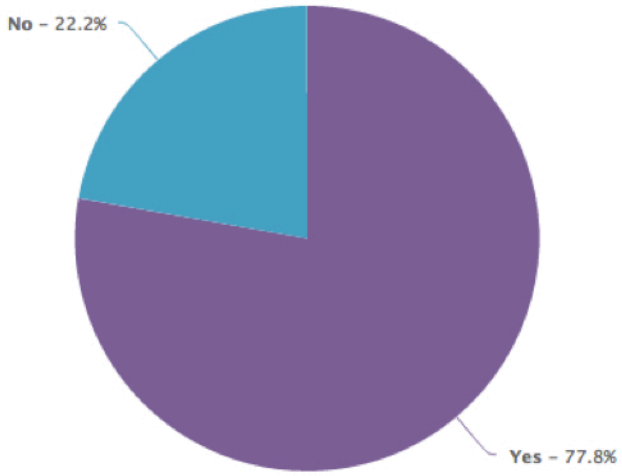
I am interested in running or walking in a Saint Elizabeth Community sponsored 5K
Figure 3.1



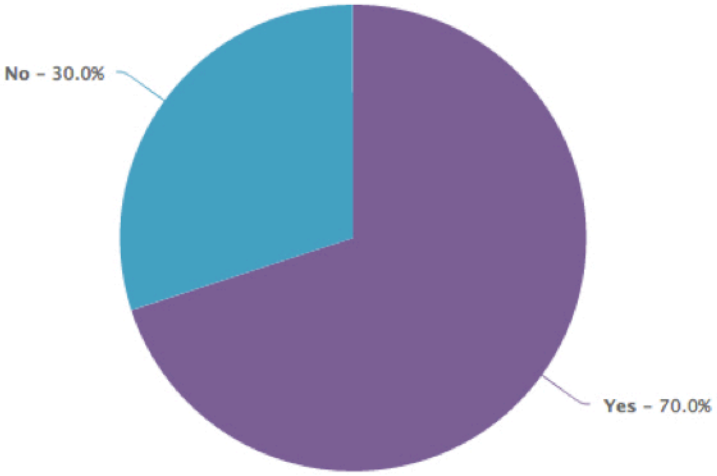


How far would you be willing to travel to participate in a Saint Elizabeth Community sponsored 5K?
Figure 3.2

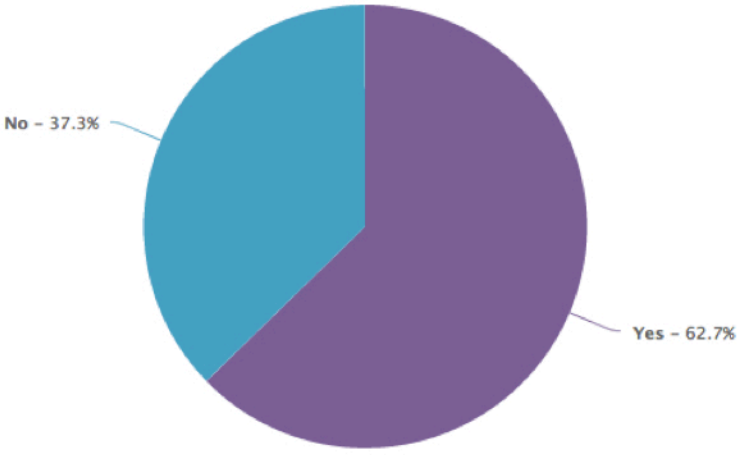
If you were to participate in a 5K walk/run, would you bring family and/or friends to the event?
Figure 3.3



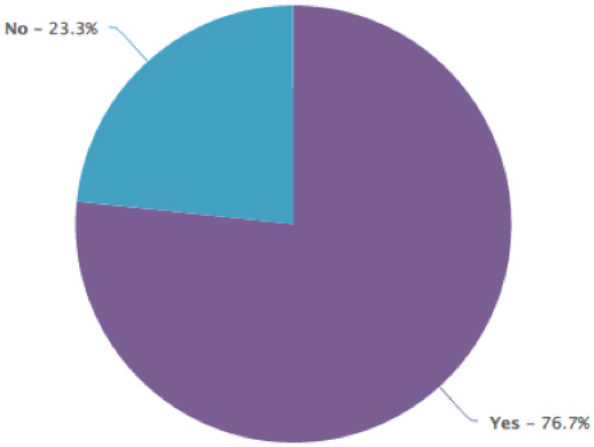
Do you have friends and/or family who may be interested in participating in a Saint Elizabeth Community sponsored 5K walk/run?
Figure 3.4



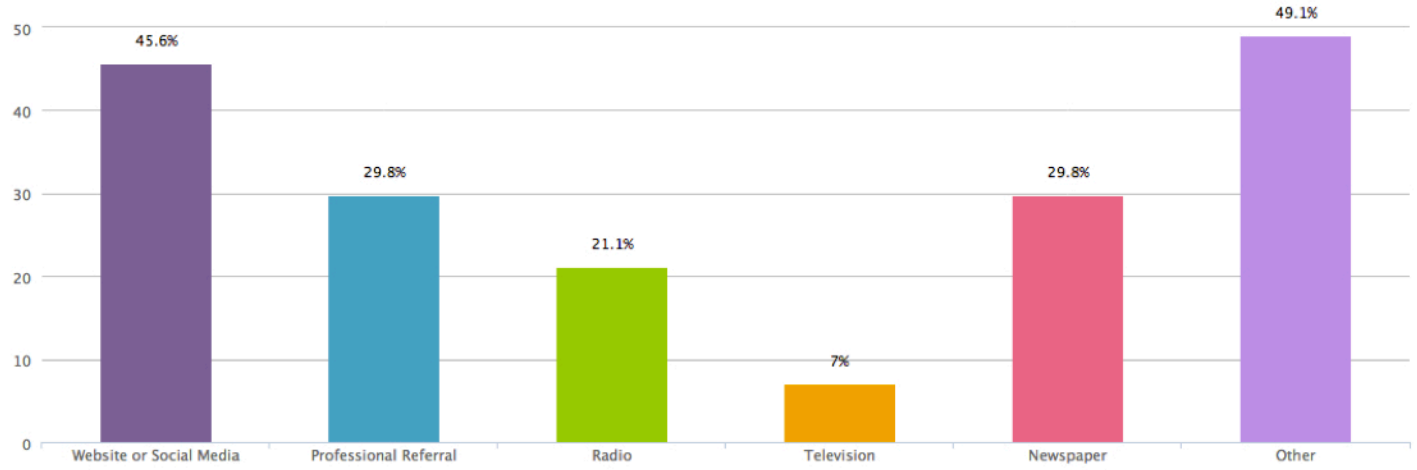
Have you ever participated in any 5K walk or run in the past?
Figure 3.5



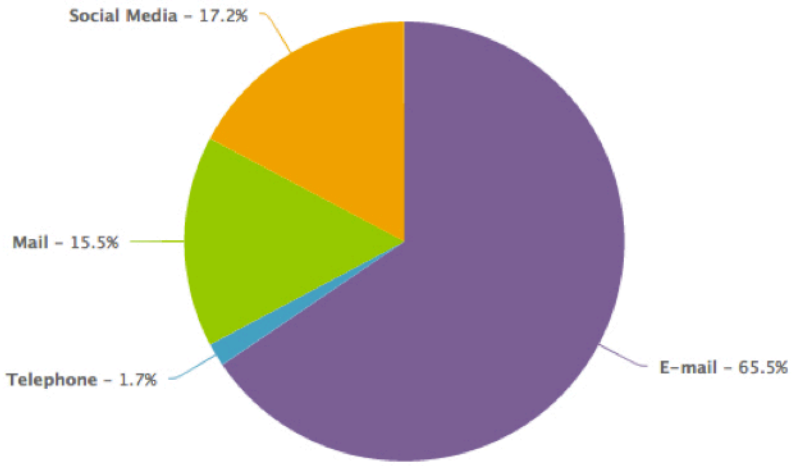
Have you ever participated in or attended any Saint Elizabeth Community Sponsored events?
Figure 3.6



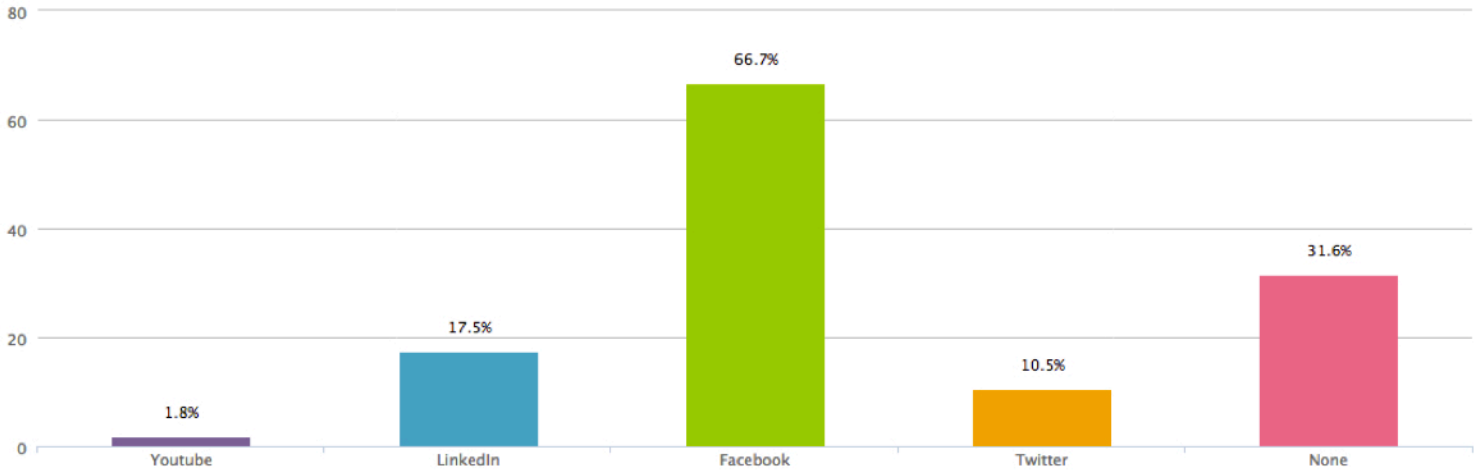
In what ways have you heard about Saint Elizabeth Community? (Select all that apply)
Figure 3.7

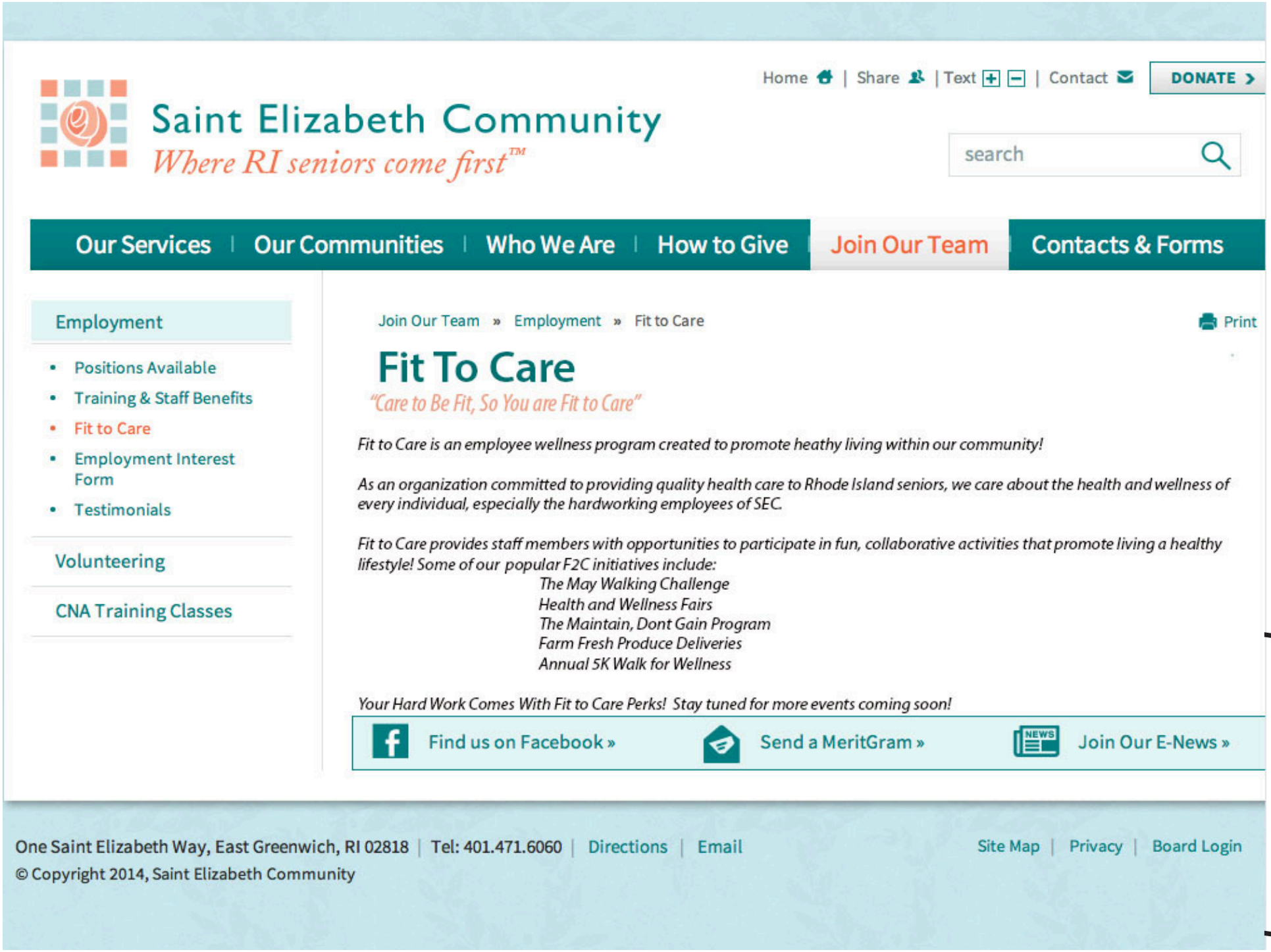


How would you like to receive further information about Saint Elizabeth Community special events?
Figure 3.8



Which social media/internet platforms do you follow Saint Elizabeth Community on? (Select all that apply)
Figure 3.9





Sample Website Write-up

xxiii

5K Walk for Wellness

Saturday May 2, 2015
10:00 a.m. – 2:00 p.m.
Slater Park RR 1A,
Pawtucket, RI 02860
Free t-shirts, water bottles, and refreshments provided!

Upcoming Fit to Care events:

-To Be Announced

Saint Elizabeth Community
Where RI seniors come first™

Saint Elizabeth Community
Walk for Wellness 5K

Saint Elizabeth's Community Employee Wellness Program presents the first annual 5K Walk for Wellness. We want to show our appreciation for all that you do, and motivate you to get moving! We can't thank you enough; you play an important role in continuing quality senior care at Saint Elizabeth Community.

Saint Elizabeth's Community employees, friends, and families are invited to participate in the 5K run/walk. The race will start and finish at Slater Park in Pawtucket, RI. The 5K event will begin at 10:00 a.m., rain or shine on Saturday May 2, 2015.

If interested, please register online at www.walkforwellness5k.eventbrite.com
All race participants and supporters will be provided with free refreshments, 5K Walk for Wellness water bottle, and t-shirt!

fit to care

The Saint Elizabeth Community Employee Wellness Program

Care to be fit,
so you are fit to care

Brochure

Care to be Fit



"Fit to Care" is Saint Elizabeth Community's established wellness program to support employees. An initiative that has been ongoing all year is geared towards encouraging a proactive approach to individual health care.

So you are



Fit to Care program's goal is to motivate all staff to include exercise in their daily lives. We value our staff, and their role in continuing quality senior care at Saint Elizabeth Community.

Fit to Care



Saint Elizabeth Community believes that you should care to be fit, so you are fit to care!

fit to care

The Saint Elizabeth Community Employee Wellness Program

Care to be fit, so you are fit to care

In 2014 Saint Elizabeth Community provided employees with many opportunities to participate in wellness activities. Challenges motivated staff to get moving as part of the wellness campaign, and fresh produce deliveries encouraged staff to eat healthy. Some of those activities included:

-Walking Challenge

-Health and Wellness Fairs

-Maintain Don't Gain Program

-Farm Fresh produce deliveries

-5K Walk for Wellness

Watch for more challenges coming soon!

To show our appreciation to staff who have their health insurance through Saint Elizabeth Community, there are three requirements that must be met in order to keep your health insurance premium down. Before December 31, 2014, the following requirements must be met and given to human resource office:

-Biometric Screening

-Physical examination

-Personal Health Assessment (PHA)



A significant number of employees completed the three requirements necessary to avoid paying a higher health insurance premium thanks to the Fit to Care employee wellness program.



Fit to Care

Saint Elizabeth Community Employee Wellness Program presents the first annual 5K Walk for Wellness. We want to show our appreciation for all that you do, and motivate you to get moving! We can't thank you enough; you play an important role in continuing quality senior care at Saint Elizabeth Community. Saint Elizabeth's Community employees, friends, and families are invited to participate in the 5K run/walk. The race will start and finish at Slater Park in Pawtucket, RI. The 5K event will begin at 10:00 a.m., rain or shine on Saturday May 2, 2015. If interested, please register online at www.walkforwellness5k.eventbrite.com. All race participants, and supporters will be provided with free refreshments, 5K Walk for Wellness water bottle, and t-shirt!

"Value In Shape Pedometer – Opaque"
Item #110203-S
www.4imprint.com
500= $610 (including imprint)



product details

- Get a supreme walking workout—no gym necessary!
- This pedometer tracks steps taken on an LCD screen, providing a tangible reminder for them to get up and walk.
- Belt clip holds the pedometer to the waistband for the most accurate tracking.
- Your associates, patients and trainees will be able to engage in a little friendly competition with themselves for healthful results.
- Available in a nice selection of modern colors for a fit fashion statement.
- Includes one button-cell battery for portable operation.
- Translucent colors are also available; see item #110203-T.
- Size: 1-3/8" x 1-7/8" x 3/4".
- Your price includes a one-color imprint below the display.
- Additional imprint colors available for an extra charge.
- Set-up charge: add $50 per color.
- TEMPORARILY OUT OF STOCK;(estimated availability 12/8/14).
- Maximum number of imprint colors: 3
- Ready to ship in : 2 business days *.

* Excludes art preparation time, applies only to orders of 1000 items or fewer.

Your Art – You'll be able to send us your logo or give us instructions about your imprint by simply replying to the confirmation email you'll receive upon placing your order. You'll also receive a free online art proof for your approval before production.