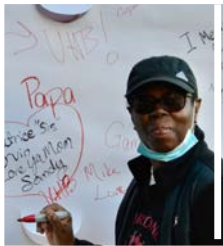


**LEARN. EAT. MOVE**



**Village HeartBEAT**  
Building Education Activities Together  
A MA Mecklenburg County Health Initiative

Making Health A Shared Value  
Healthy Individuals + Healthy Churches = Healthy Communities

Season 11 Captain's Orientation  
Dec 4, 2023



# Orientation Agenda

1. What is Village HeartBEAT
2. VHB Competition Staffing Structure
3. Captain/Co-Captain's Roles/Expectations
4. 16-Week Competition Components
5. Fitness Memberships
6. Support Services
7. Q&A/Closure



# Welcome

## To Our Faith-Based Movement

Healthy Individuals + Healthy Churches = Healthy Communities



Village HeartBEAT (Building Education & Accountability Together) is a collaborative program organized to reduce risk factors associated with chronic disease through faith-based organizations (FBOs) in Mecklenburg County. The overarching goal is to invest in FBOs as mutual business partners to adopt effective and sustainable policy, systems and environmental change (PSE) strategies to enhance healthier lifestyle choices, develop tobacco-free sites, and implement sustainable physical activities and healthy food options.

### THE ACRONYM **B.E.A.T.** DESCRIBES THE FOUNDATION OF OUR STRATEGIES:

**BUILDING** the capacity of citizens in Mecklenburg County to address their own health needs while building the capacity of the faith community to initiate and sustain needed lifestyle changes.

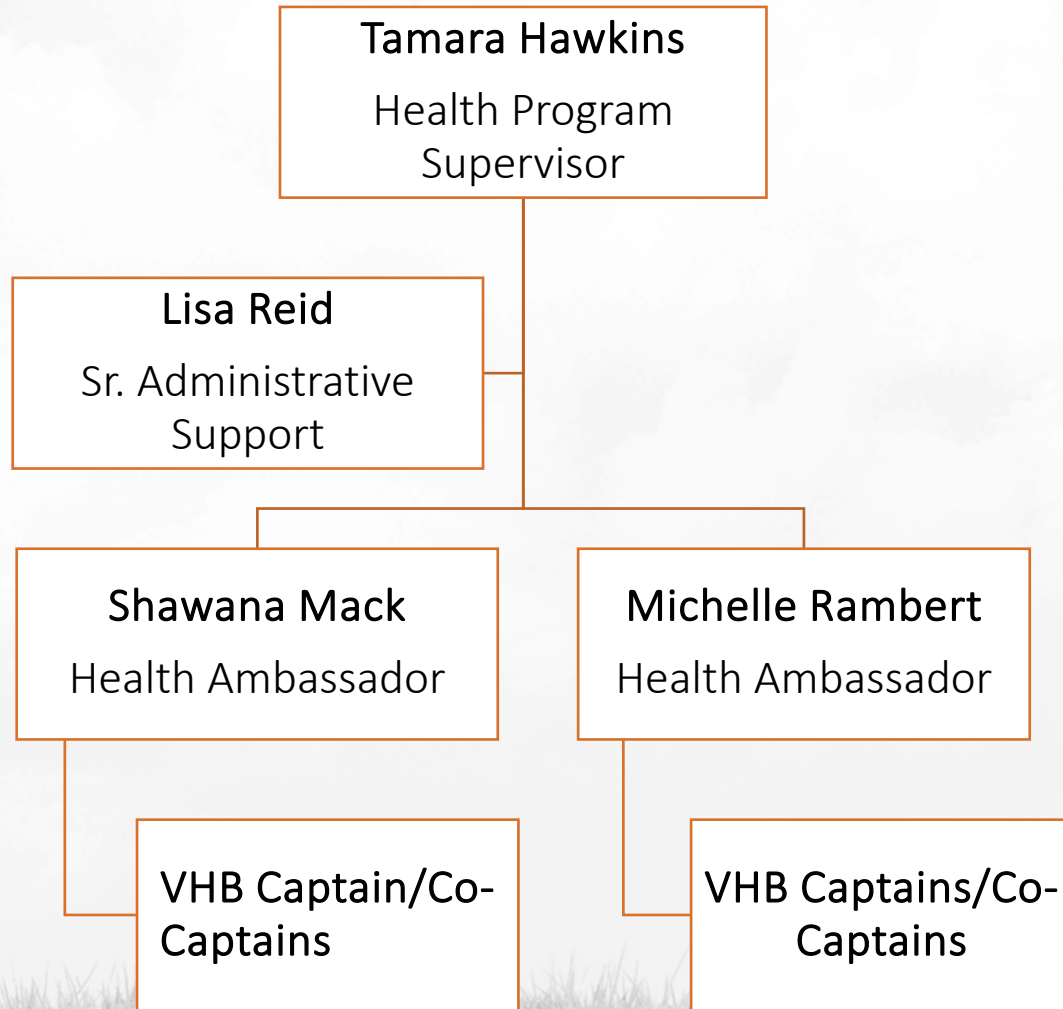
**EDUCATION** increasing awareness and understanding of chronic disease prevention, treatment and control.

**ACCOUNTABILITY** for success in every aspect of the program, including monitoring both individual and partner adherence to program objectives.

**TOGETHER** collaboratively working to problem solve, with strong participant input in program design and execution.



# VHB Competition Staffing Structure





# Captain/Co-Captain

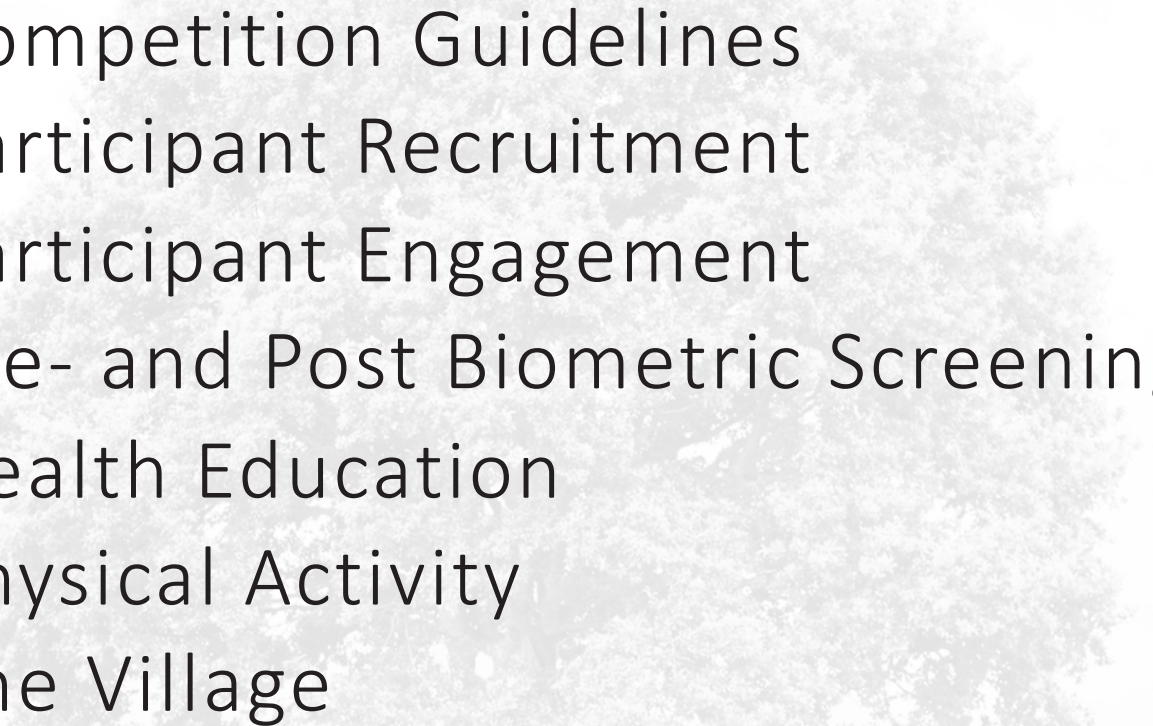
## Roles/Responsibilities

Captains and Co-Captains are expected to:

- Lead by example.
- Reinforce accountability.
- Motivate and guide their team throughout the competition.
- Recruit and assist with registering their teams for the VHB competition.
- Have regular meetings with their teams to discuss goals, challenges, and progress.
- Communicate important information and events with their team members.
- Connect with their assigned Health Ambassador when they have questions related to the competition.
- Respond to calls and emails from their Health Ambassador in a timely manner.
- Attend VHB Captain's Meetings.
- Attend VHB competition-related events.



# 16-Week Fitness Competition Components

1. Competition Guidelines
  2. Participant Recruitment
  3. Participant Engagement
  4. Pre- and Post Biometric Screening
  5. Health Education
  6. Physical Activity
  7. The Village
- 



# Competition Guidelines

- (1) Captain and (1) Co-Captain is allowed per team
- Teams must have 10 participants (teams are allowed up to 6 additional participants as alternates)
- Participants must be 18 or older
- Participants must have at least 1 self-identified chronic disease or risk factor for chronic disease
- All participants must complete Pre- and Post- Biometric screenings.
- All VHB participants must have their own email address.
- Smart device and access to a wi-fi or mobile data plan is highly recommended.
- All participants and teams will compete for awards and prizes based on pre- and post-biometric results.

# Participant Recruitment & Registration

- Registration Survey link:  
[https://mecklenburgcounty.co1.qualtrics.com/jfe/form/SV\\_42QhUdPaOoWWeQS](https://mecklenburgcounty.co1.qualtrics.com/jfe/form/SV_42QhUdPaOoWWeQS)
- Registration Dates: Monday, Nov 13, 2023 – Friday, Dec 8, 2023
- **Last Day to Register: Friday, Dec 8, 2023 (THIS FRIDAY)**
- Teams **MUST** have 10 registered participants to be eligible to compete.
  - Max of 6 alternates
  - **Participants and alternates must complete the registration survey.**
  - Confirmation email will be sent after successful registration.
  - If your team does not have the minimum participants or is over the maximum, participants may be given the option to join another team **if there is space**.
- **Participants and alternates must complete Pre- and Post-Biometric Screenings.**



# Pre- and Post Biometrics

- **REQUIRED**
- Height, Weight, BMI, Waist Circumference, A1C, cholesterol, blood pressure
- Pre-Biometric Dates: Jan 6, Jan 8 – 12, 2024
- Post-Biometric Dates: May 4, May 6 – 10, 2024
- Appointment flyer and Link will be available by the Dec 18<sup>th</sup> meeting.
- Novant Health Staff will be at Dec 18<sup>th</sup> Captain's Meeting to discuss biometric process and answer questions.



# Health Education: TC Elder Academy

- Designed to help individuals take charge of their health and well-being across a broad array of topics.
- Classes offered in person as well as via virtual/online platforms.
- Training opportunities for community health leaders and community-based professionals to obtain CEUs.
- Classes are FREE and open to the public.
- Class schedules and offerings will be made available at <https://www.villagehb.org/tc-elders-academy>.
- Schedule will include MCPH offerings and partner organization offerings.



# Physical Activity

Some ways to incorporate physical activity into the competition include:

- Taking advantage of the [free fitness class offerings](#) on the VHB calendar.
- Scheduling team meet-ups to walk.
- Using the [Mecklenburg County Greenway](#) trails to walk, bike, or jog
- Utilizing fitness memberships.
- Utilizing Sworkit mobile fitness apps and other apps available for smart devices.
- Creating team challenges to motivate participants to get moving.





# The Village

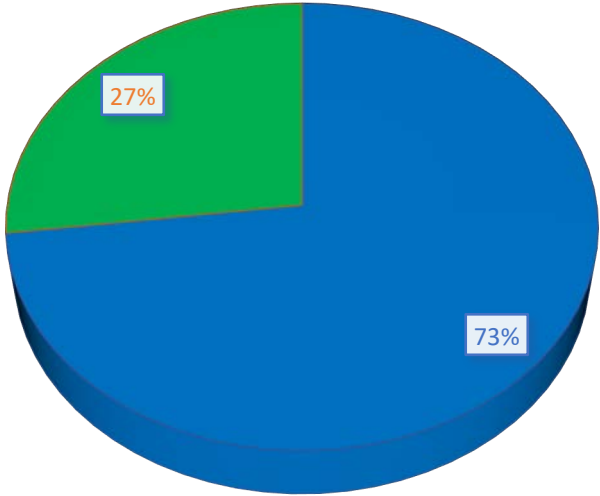


- Creates a sense of community, and our communities are rich in resources.
- We learn to take care of one another by sharing our resources and talents.
- All VHB participants have access to a master calendar of events.
- Calendar only be as useful as the information that is shared.



# Season 10 Fitness Membership Utilization

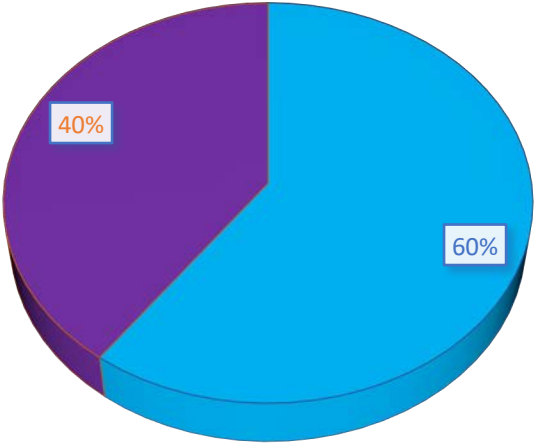
Park and Recreation



■ Total Meckpasses Not Activated ■ Total Meckpasses Activated

- 433 Meckpass memberships paid for
- 118 Memberships Activated
  - Only 77 participants utilized any facility more than once

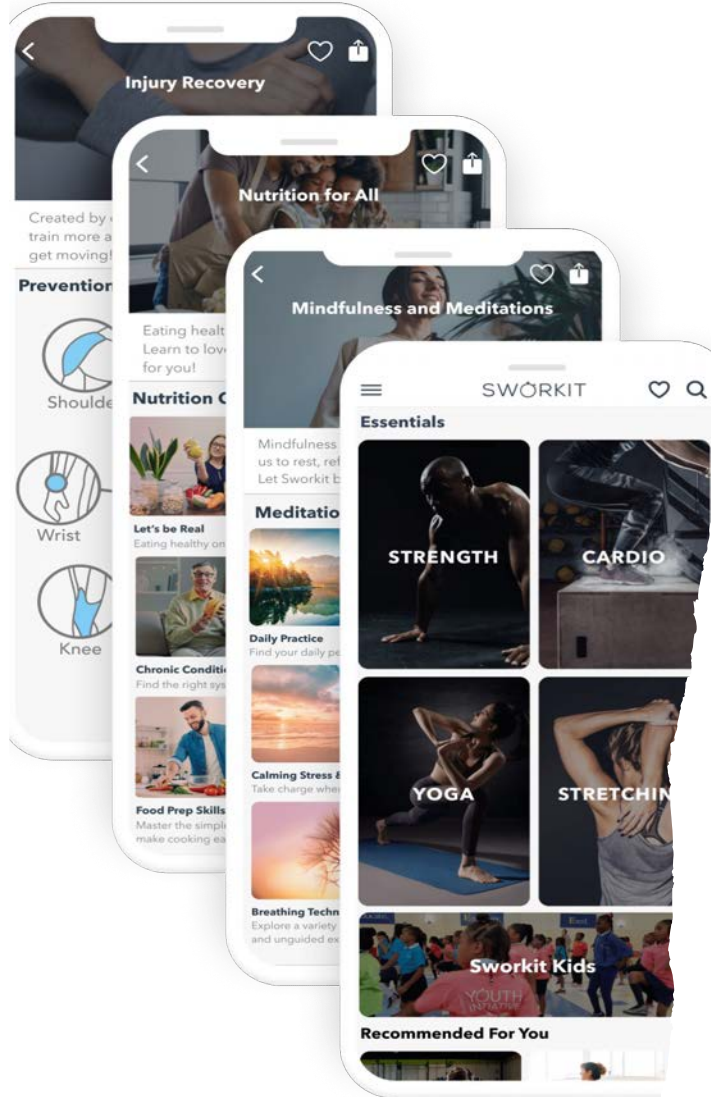
YMCA



■ Total memberships not used ■ Total memberships used

- 263 YMCA memberships paid for
- 106 participants utilized memberships
- Only 84 participants utilized any facility more than once

# Sworakit Mobile Fitness App



## Pros:

- Relatively low cost for 12 months
- Required no additional equipment other than smart phone or computer
- Can use in comfort of own home

## Cons:

- Comfort level with technology

		
3,624	155,859	49,593,601
workouts completed	active workout minutes (nearly 260 hours)	total steps (over 20k miles)



# Support Services for Season 11

- Access to Sworkit Mobile Fitness App
- Access to site-specific Park and Recreation memberships
- Access to [free fitness classes](#)
- VHB-specific water aerobic classes
- [Health Education Workshops, Trainings, and Certifications](#)
- Referrals to Evidence-Based Programs
- Health Ambassador Support
- Health Screenings
- [Online health and wellness resources](#)
- [Online fitness resources](#)



# Important Dates

## Registration Deadline

**FRIDAY  
DECEMBER 8**

## Captain's Meetings

December 18  
January 22  
February 12  
March 11  
April 15  
(Zoom Link TBA)

## Pre-Biometrics

January 6  
January 8  
January 9  
January 10  
January 11  
January 12  
(Location TBD)

## Season 11 Kick-Off

Monday  
January 15  
(Location TBD)

## Final Roster Deadline

**MONDAY  
April 8**

## Competition Dates

Begins on January 15  
Ends on May 3

## Post-Biometrics

May 4  
May 6  
May 7  
May 8  
May 9  
May 10  
(Location TBD)





Thank you!

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