

## **Motivate Lake County Case Study**

**The Lake County General Health District is launching Motivate Lake County, in partnership with hChoices, to encourage Lake County residents to take back control of their health. The initiative will promote existing health and wellness events/activities in Lake County and include new health fairs, wellness challenges, classes, presentations, support groups, and more.**

**Motivate Lake County will be a countywide initiative designed to inspire, engage, and educate community members to become a healthier version of themselves. It will provide residents the tools and resources to achieve their unique health and wellness goals.**

**As part of the initiative, LCGHD white labeled hChoices HIPAA compliant wellness platform and launched the Motivate Lake County website (MotivateLakeCounty.com) to provide Lake County residents ongoing access to educational content and resources to promote healthy lifestyle decisions.**



### **Motivate Lake County Website Features:**

- **HIPAA Compliant Health Tracking**
- **Health Assessments**
- **Video Gallery**
- **Learning Library**
- **Learning Management System**
- **Wellness Challenges**
- **Event Calendar**

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All Lake County residents will have free access to the Motivate Lake County website, events, and programming at home, at work, and when they are on the go.

## Motivate Lake County Events & Activities

- Quarterly Health and Wellness Expos w/ Health Screenings
- Educational Programming
  - Balance Exercises
  - Brain Games
  - Tech for Beginners
  - Wellness 411
  - 9 Dimensions of Wellness
- Wellness Challenges: Monthly & Weekly Challenges
- Wellness Newsletter: Monthly

Motivate Lake County will identify, engage, monitor, track, educate, influence, and support high-risk individuals, while proactively improving the health of the overall population. We will increase the availability, visibility, frequency, participation, and engagement in wellness.



**MOTIVATE**  
LAKE COUNTY

**Free Family Health and Wellness Day**  
**Saturday, August 10 | 9 a.m. - 1 p.m.**

**Wickliffe Community Center**  
900 Worden Rd, Wickliffe, OH 44092

**Join us, have fun, and take advantage of free health screenings, vendor fair, giveaways, games, and raffle prizes.**

**Health screenings will include, but are not limited to, blood pressure, cholesterol, and glucose offered by University Hospitals, balance assessment provided by Osteostrong, hearing screening by Holly's Hearing, Oxygen Saturation and BMI by hChoices, and more. Great music, kids games, and engaging activities will ensure this event is a ton of fun for the entire family.**

**All participants will get free access to the Motivate Lake County health and wellness portal, classes, and wellness challenges.**

The Lake County General Health District is launching Motivate Lake County to encourage Lake County residents to take back control of their health. The initiative will promote existing health and wellness events/activities in Lake County and include new health fairs, wellness challenges, classes, presentations, support groups, and more. Motivate Lake County is a county wide initiative designed to inspire, engage, and help residents reach their unique health and wellness goals.

**A HEALTHIER, HAPPIER COMMUNITY AND WORKFORCE IS GOOD FOR LAKE COUNTY**

## **Motivate Lake County Case Study**

**Motivate Lake County will enable the Lake County General Health District to track and analyze the needs of Lake County residents in real time, remotely distribute targeted educational programming based on resident interests and risk factors, and quantitatively and qualitatively track the impact of programming and targeted interventions, while they occur.**

**The Lake County General Health District is leveraging the wellness platform and collective impact model to launch support the following initiatives:**

- **Youth: School Surveillance Study (In partnership with All Choices Matter)**
  - Health Department is building a research study to proactively monitor, in real-time and longitudinally, the health of adolescents and correlation to academic success and behavior issues, with the goal to mitigate poor health outcomes as they grow into adults and propel them toward success.
- **Adults: Community Health and Wellness and Corporate Wellness**
  - Health Department seeks to track and analyze the needs of county residents in real time, remotely distribute targeted educational programming based on resident interests and risk factors, and quantitatively and qualitatively track the impact of programming and targeted interventions, while they occur. They also plan to ensure all employers have access to a low cost, structured, turnkey workplace wellness program that promotes a healthy workforce.

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- **Seniors: Social Isolation and Loneliness**
  - The Lake County General Health District is collaborating to remotely connect and engage at risk older adults and when possible, get them to take advantage of live, in-person programming available around the county.

### **How It Works**

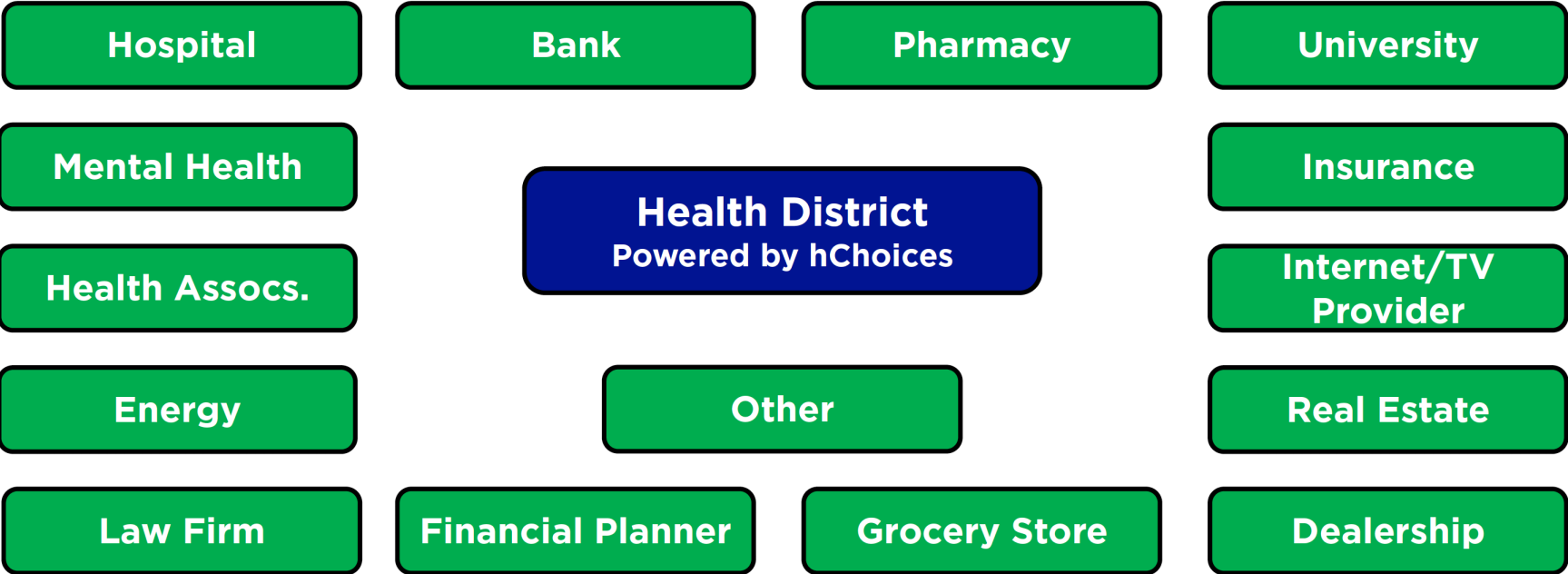
- 1. Collect/Aggregate Data**
- 2. Define Risk Factors**
- 3. Deliver Programming/Interventions**
- 4. Track Impact**
- 5. Report**

### **Motivate Lake County Health Fair Press Release**

- Motivate Lake County is kicking off with a Family Health and Wellness Day at the Wickliffe Community Center on Saturday, August 10. Mark your calendars now for a Health Fair to be held at Wickliffe Motivate Community Center, 900 Worden Road Wickliffe Ohio 44092, on Saturday, Aug. 10 from 9 a.m. until 1 p.m. The Health Fair is free and open to the public and will provide free health screenings, including cholesterol, glucose and blood pressure provided by University Hospitals, oxygen saturation and BMI by hChoices, balance assessments by Osteostrong, hearing screenings by Holly's Hearing, and so much more. Have fun, get a chance to win some prizes, and checkout vendors from around the area. Games and activities for kids and adults. Hope to see you on Saturday, August 10th between 9 a.m. and 1 p.m. at the Wickliffe Community Center. For more information, you may call 440-478-5640.

# Motivate Lake County Case Study

Lake County will be funded through sponsorships, grants, and in-kind donations, solicited by LCGHD and hChoices, with a primary focus on the following partners.



**A HEALTHIER, HAPPIER WORKFORCE IS GOOD FOR BUSINESS AND FOR THE ECONOMY**