The Healthy America Challenge Awards Program

Concept

There are several existing "healthy city" or "healthy community" challenge programs that mostly make their decisions based on already extant data (amount of sidewalks, number of gyms, etc.). The Healthy America Challenge Awards program will be the first nationwide program to collect population data using the latest mobile technology to determine the current health of a community's population itself. The company will create and administer the awards program on an annual basis and in partnership with approved corporations wanting to showcase their health-related products and services during the challenge period.

Program elements

- community kick-off event at challenge start with health fair initial data collection
- participants receive data device and smartphone app and set up individual achievements
- current account status available online at challenge website
- online support and discussion forums available at challenge website
- corporate sponsors provide coupons/discounts/etc. based on achievements
- rewards card gives discounts on products from participating sponsors during challenge period

Awards determination

At the end of the challenge period, data analysis determines awards for various categories: healthiest community (by region, population size, etc.), most improvement, other categories TBD. At the community level, awards can optionally be made to individuals or groups that did the challenge together. An awards dinner will present community awards to the mayors or representatives, or some other process TBD.

Financial

Participation in the challenge will start at $10 for adults and $5 for those under 18. The goal for the first year should be to register at least 1 million adult participants which would provide revenue of $10 million. Corporate fundraising should aim to match this amount.

Resources and Physical Plant

Approximately 10-12 additional hires will be required for the first year of operations, and a program administration office will become the operational headquarters at a location TBD.