

NonStop to Wellness: Invitation to Participate

Your hospital is invited to join the TORCH Foundation in its new Statewide Childhood Obesity Initiative, in collaboration with the NonStop to Wellness program. The Foundation's goal is to help rural citizens address the issue of obesity in a fun and proactive manner that will contribute to both their overall health profile and the wellness level of their local community. In the pursuit of this objective, the Foundation is actively seeking and applying for funding to bring the NonStop program to local hospitals at the city, county and regional support level.

The approach is simple, the project is easy to implement, and the potential benefits are vast. Local children and their families sign up to participate in NonStop's user-friendly online interface, targeting key behaviors and habits that lead to childhood obesity, and are supported by hospital staff through the process. The NonStop interface features sophisticated motivational and tracking tools, and encourages ongoing self-reporting by kids and families in categories such as foods consumed, hours of television watched, amount and kind of physical activity each day, etc. in order to score points that earn them prizes and invitations to special events.

The program is organized and run in six-week cycles, and designed to position local hospitals as the natural resource and repository of knowledge on obesity, and at the center of all public NonStop activities and events. Data collected by the NonStop program is also made available to hospitals for use in their reporting and marketing efforts. And one of the best parts of this proposition is that the TORCH Foundation will seek the project funding, carry out grant administration and handle reporting, leaving the hospital to focus on working directly with children and families, helping them achieve and maintain positive lifestyle changes, and meet the challenges of healthy living head-on.

Hospitals in areas qualifying for Statewide Obesity Initiative projects, who wish to collaborate with the TORCH Foundation on current and future funding opportunities for this purpose, will be offered the NonStop program free of charge should requested grant funds be approved. In exchange, funded hospitals agree to participate in a one-year demonstration project to be carried out in their local community, contribute minimal in-kind support to the effort, and collaborate with the Foundation on grants for continuation funding.

Questions? Ready to participate? Contact TORCH Foundation Grant Writer Robin Myrick at rmyrick@torchnet.org for further information.