

Element3 Health and AVA: America's Walking Club Program Guidelines

The goal of the AVA's partnership with Element3 Health (E3H) is to improve and maintain the overall health of E3H participants through AVA's activities. Element3 Health provides a unique matching service focused on engaging older adults in their passions to increase social, mental and physical activity for healthy living.

Roles, Responsibilities & Processes

Element3 Health will orient AVA clubs and leaders to the E3H Program and partnership, including New Member On-boarding Experience

- E3H will match AVA clubs to E3H participants
- E3H will send AVA a list of their participants on a monthly basis
- E3H will introduce their participants to AVA club leaders via email as part of E3H's matching process

AVA National office will establish E3H participants as AVA members, by:

- Adding the participant to applicable email distribution lists
- Creating E3H participant profile in AVA's database that establishes a dual membership as an AVA National Associate member (1 year) and a member of the Sponsor Club
- Sending E3H participant a Welcome email and mailing/emailing an AVA Element3 Health membership card, 20 walk vouchers and an electronic copy of the TAW.
- Support E3H in a monthly Member Activity data reconciliation effort

Local Clubs will provide an intentional and welcoming New Member experience, including a face-to-face introduction with Club Leader / POC

- Maintain a dedicated Leader who manages group communication and calendar of organized club activities
- On a monthly basis, provide E3H with E3H participant activity report for organized Club activities (report form to be provided by Element3 Health)
- Work with E3H to generate partnership awareness through press announcement(s), social media posts, promotional / marketing videos, etc.

Element3 Health (E3H) and AVA: America's Walking Club

How does a club enroll with Element3 Health? How does a club get participant matches?

1. AVA club will identify a club leader ~ this person will be the POC for the E3H program & the E3H participant matches
2. AVA club will join the Element3 Health Network
 - a. Go to: www.element3health.com
 - b. Click on: For Clubs
 - c. Click on: Join the Network
 - d. Fill out brief questionnaire and Submit
 - e. Copy and paste this link into your browser to go directly to questionnaire page.
<https://element3health.com/join-our-network/>
3. Notify Erin Grosso (Finance Director at National Office) and your Regional Director that your club has joined the Element3 Network. Please provide the name and email address for POC to erin@ava.org.

4. Erin will contact you and mail you New Walker Packets stamped Element3 Health (at no charge to the Sponsor Club) that will include:
 - a. AVA brochures: New Walker Information & Come Walk With US!
 - b. 1 – IVV 20-Event Record Book stamped Element3 Health
 - c. An AVA Element3 Health Membership Form
5. Once an AVA Club has joined the E3 Health Network, E3H will begin to match their participants with AVA clubs.
6. When Element3 identifies a match to your club, an email will be sent to the Club's E3H Leader letting them know that they will be sending a participant match to them.
7. Within 24 hours, a second email will be sent to the Club Leader introducing the E3H participant match and asking the Club Leader to reach out and invite the participant match to attend a meeting/walk/coffee.
8. At the first meeting/walk with the E3H participant match, the Club leader will give the participant the Element3 New Walker Packet, explain the IVV book, the walk vouchers (which will be mailed after the AVA receives the membership form) and have them complete the membership form. The Club Leader needs to email/mail the form to the AVA – Attn: Erin Grosso.
9. Once the membership form has been received, the AVA will mail/email the E3H participant an AVA membership card, 20 walk vouchers and an electronic copy of the TAW.

Note –if the first engagement with the participant is a walking event, the club can let the participant walk and then once the participant receives their 20 vouchers, the club can collect a voucher for that first event to turn into AVA National Office for reimbursement

10. Clubs will report quarterly, the activity participation for the participants of this program using a simple online form that will be provided by Element3 Health.

How does club membership & walk voucher reimbursement work?

1. AVA will pay the Sponsor Club \$10 (2 payments of \$5 toward club membership dues). 1st payment will come after the E3H participant completes their first club-related activity (this can be the in-person meeting with the Club Leader). The 2nd payment will come at the end of the E3H participant's 2nd quarter of membership.
2. E3H participant will receive 20 prepaid walk vouchers that can be used for any AVA sanctioned walk. The vouchers will be provided by the AVA once the membership form has been submitted to the AVA from the Sponsor Club's Leader.
3. E3H participants will present one of these prepaid vouchers at the Start Box or Start table when participating in an AVA sanctioned walk and mark it as an IVV Credit Walk.
4. Clubs should record the walk as an IVV credit walk when completing the Quarterly Participation Form and mail all E3H walk vouchers to the AVA HQ Attn: Erin Grosso.
5. Clubs will be invoiced (as typical) \$1.25 per E3H participant. However, they will also receive a credit of \$2.25 for each E3H voucher that is redeemed and returned to the AVA. The result of this being \$1.00 paid for each E3H participant.
6. All Club payments will be paid or credited at the end of each quarter after participations reports have been filed.

Note – This is a new program and process for all of us and we may need to work out a few kinks. Please be patient as we get this program going and contact me with any questions or concerns. erin@ava.org or (210) 659-2112.
Thank you, Erin Grosso

Element3 Health & AVA: America's Walking Club Frequently Asked Questions

1. Who is Element3 Health?

Element3 Health is a network that engages people ages 50+ around their passions to increase their physical, social and mental activity for healthy aging. Check out their website for more information: <https://element3health.com/>

2. What is the demographic of the participants for this program?

Element3 has specified that people ages 65+ are the target group.

3. How does a club apply for this program?

[Ctrl + click] this link to access the Element3 Health application: <https://element3health.com/join-our-network/>

4. Is there a screening process and how does it work?

Yes, Element3 collects personal data from each member of their network. Data is collected by phone calls with the member as well as through emails to the member. For our program with Element3, they assess a member's interests in regard to physical activity, examples can be walking, biking, swimming, etc. They assess how often they participate in physical activity currently and how often they would like to participate going forward.

This information is only exchanged between Element3 and their member to help match them to an AVA club. When matched with an AVA club, the club POC and the participant match should discuss the AVA club's level and frequency of activity and how the participant wants to start engaging.

5. Will the participant matches become members?

Yes, as a part of this program they will be signing up for a 1-year AVA National Associate membership and an AVA club membership. They will start off with a 20-event book, however they are welcome to purchase distance books, pins and patches as they participate. Please see [E3H/AVA Guidelines](#) for more detail on this.

6. Can vouchers be used by the participants at any club event, even if the club does not participate in the E3H/AVA Program?

Yes, the point of this program is to get people to actively participate in their health & wellness. The participant will turn in a voucher for the AVA activity and that club would need to send that voucher in for reimbursement to Erin at the AVA National Office.

7. What is the goal of this program?

The goal of this program for the AVA: America's Walking Club is to help increase club capacity in participation, membership and volunteer support.

8. What is the ideal participation for participants in this program?

2-3 engagements a month is the ideal amount of activity. These activities can be meet-ups with club members, YREs/Traditional walks, club meetings, any kind of engagement for the participant.