

A photograph of three elderly individuals sitting outdoors. On the left is a woman with short white hair and glasses, wearing a dark blue shirt. In the center is a woman with short brown hair and glasses, wearing a light green and white striped shirt. On the right is a man with a mustache, wearing a straw hat and a blue and white plaid shirt. They are all smiling and looking towards the camera. The background is a soft-focus green, suggesting a park or garden setting.

**WE THRIVE TOGETHER**

**Social Isolation and Loneliness Initiative**



# **WHY WE THRIVE TOGETHER?**

**YOU DON'T HAVE TO GO VERY FAR TO SEE THE FACE OF LONELINESS.  
IT IS EVERYWHERE.**

# Social Isolation & Loneliness Statistics



- **3 in 4 Americans struggle with loneliness** (U.S. News & World Report, 2018)
- **More than 8 million adults age 50 and older are affected by isolation** (connect2affect.org powered by AARP, 2019)
- **Loneliness, living alone and poor social connections are as bad for your health as smoking 15 cigarettes a day.** (Holt-Lunstad, 2010)
- **Studies have also found that lonely people are more likely to suffer from dementia, heart disease and depression.** (Valtorta et al, 2016) (James et al, 2011) (Cacioppo et al, 2006)
- **Between 20% and 43% of U.S. adults over age 60 experience frequent or intense loneliness** (Perissinotto, Stijacic Cenzer, & Covinsky, 2012)
- **Lake County is currently home to more than 51,400 residents 60 years and older -- 1 in 5 feel isolated.** (Ohio Senior Citizens: Today, Tomorrow and in the Future-Final Report)

# What is We Thrive Together?



**Humans need others to survive. Regardless of one's sex, country or culture of origin, age, or economic background, social connection is crucial to human development, health, and survival.**

**Companies and organizations across the region are partnering together to reduce social isolation and loneliness of adults by initially engaging our community members where they are at and then motivating them to participate in classes, social events and activities throughout the county, as well as encouraging our neighbors to take advantage of support programs already available to county residents.**

**We Thrive Together is free for all community members 50 years of age and older.**

# We Thrive Together Programming & Activities

All community members, 50 years of age and older, will have access to We Thrive Together events and programming including, but not limited to:

- **Health and Wellness Expos**
  - » Join us, have fun, and take advantage of free health screenings and assessments, check out local vendors, pick up some giveaways, play some games, and get a chance to win some prizes. Games and activities for kids and adults.
- **Educational Programming (Available in-person, at home, at work, and on the go)**
  - » Wellness 411
  - » 9 Dimensions of Wellness: Emotional, Spiritual, Intellectual, Social, Physical, Occupational, Environmental, Creative, and Financial
  - » Tech for Beginners
  - » Chronic Disease
  - » Fitness & Nutrition
  - » Sleep & Relaxation
- **Wellness Challenges: Monthly & Weekly Challenges**
- **Support Groups**



# We Thrive Together Wellness Website & Social Events

We Thrive Together will identify, engage, monitor, track, educate, influence, and support high-risk individuals, while pro-actively improving the well-being of the overall 50+ population. We will increase the availability, visibility, frequency, participation, and engagement in local social activities.

As part of the We Thrive Together, all residents 50 years of age and older, will have access to a secure, HIPAA compliant wellness website available at [WeThriveTogether.org](http://WeThriveTogether.org). We encourage you to check out the website.

## We Thrive Together Website Features:

- Health Tracking, Assessments, and Challenges
- Video Gallery and Learning Library
- Event Calendar

## We Thrive Together Social Events:

- Socials
- Dinner Group
- Casual Meetups



*We Thrive Together presents*

# THE GROOVY 60s SOCIAL

**New Friends | Great Music | Cash Bar**

**Saturday, August 10, 2019**

Fraternal Order of Eagles  
37299 Euclid Avenue, Willoughby

**7:00 p.m. | Listen & Dance to the Best of the 60s**

Relax and enjoy the best songs from the 60s, with the BOOYAHs.  
If the music moves you, get up and bust a move on the dance floor.  
The DJ will be taking your requests all night.

**GET OUT AND HAVE SOME FUN!**

We Thrive Together is a collaborative effort to promote social interactions among Lake County residents. Join us at this free event and visit [WeThriveTogether.org](http://WeThriveTogether.org) to find more upcoming events being hosted around Lake County.

For more information or to learn more:  
[WeThriveTogether.org](http://WeThriveTogether.org) | [Steve.Pelton@hChoices.com](mailto:Steve.Pelton@hChoices.com) | 440-478-5640

# **SPONSORSHIP OPPORTUNITIES**

# Sponsorship Benefits

SUPPORT YOUR COMMUNITY

- **Social Leader** - \$25,000
- **Social Partner** - \$10,000
- **Social Champion** - \$5,000
- **Social Advocate** - \$2,500
- **Social Supporter** - \$1,000
- **Social Vendor** - \$500
- **Social Promoter** - \$100

	LEADER	PARTNER	CHAMPION	ADVOCATE	SUPPORTER	VENDOR	PROMOTER
Acknowledgment in WTT Press Releases	◆	◆	◆				
Logo/Name on WTT Banners/Posters/Fliers	L	L	N	N			
Social Wellness Expo: Booth/Table							
Wellness/Engagement Stations (Qty: 10)							
Digital Billboard Advertisement	10	5	2	1	1		
Digital Billboard Footer: Logo	10	5	2				
Touchscreen Slideshow Advertisement	10	5					
Magnetic Panel	10	5					
Programming							
Video: Film/Edit/Distribute (5-7 min)	8	4	1				
Webinar: Schedule/Promote/Host	12	6	4	2	1		
Socials & Meetups							
Logo/Name on Event Signage	L	L	N	N			
Online Advertising							
Logo w/Link on Primary Navigation	◆	◆					
Logo w/Link on Sponsor Page	◆	◆	◆	◆	◆		
Social Media							
Announcement Post	◆	◆	◆	◆	◆	◆	
Facebook Interview	◆	◆	◆	◆	◆		
Logo/Name on Weekly eBlasts	L	L	L	N			
WTT T-Shirt: Logo/Name	L	L	L	N	N		
Social Challenge Recognition	◆	◆	◆	◆	◆	◆	◆
Virtual Goody Bag Offer Placement	◆	◆	◆	◆	◆	◆	



# We Thrive Together Wellness Stations

## Wellness Stations

1. **Eastlake JFK Sr. Center** (4,000)  
1580 East 332nd Street, Eastlake
2. **Fairport Senior Center** (4,500)  
1380 East Street, Fairport Harbor
3. **Madison Public Library** (28,000)  
6111 Middle Ridge Rd, Madison
4. **Mentor Public Library** (30,200)  
8215 Mentor Ave, Mentor
5. **Mentor Senior Center** (5,200)  
8215 Mentor Ave, Mentor
6. **Morley Library** (9,500)  
184 Phelps St, Painesville
7. **Painesville Senior Center** (1,400)  
85 N. Park Place, Painesville

8. **Perry Public Library** (5,000)  
3753 Main St, Perry
9. **Wickliffe Community Center** (2,500)  
900 Worden Road, Wickliffe
10. **Willowick Public Library** (8,500)  
263 E 305th St, Willowick
11. **Willoughby/Browning Center** (2,700)  
38032 Brown Avenue, Willoughby
12. **Willoughby Public Library** (8,000)  
30 E Spaulding St, Willoughby

(Monthly Visitors)

## Digital Sign

1. **Lake County Council on Aging**  
8520 East Avenue, Mentor

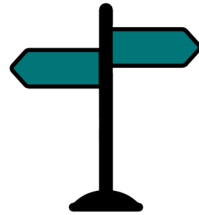
# We Thrive Together T-Shirt



# Ways You Can Help

- 1. Attend upcoming meetings with other collaborative partners**
- 2. Participate in We Thrive Together events**
- 3. Allow your experts to contribute educational content**
- 4. Help promote We Thrive Together events and resources through your traditional marketing channels including social media**
- 5. Allow us to share and promote your events, activities, and social posts**
- 6. Become a Financial and/or inKind Sponsor**

# Contact Us



**All Choices Matter**

**Steve Pelton  
Board Chair**

**All Choices Matter  
305 Woodstock Road, Eastlake, OH 44095**

**Office: (440) 478-5640 | Cell: (440) 478-2268 | E-mail: [steve@allchoicesmatter.org](mailto:steve@allchoicesmatter.org)**