

Tool Kit for Programs

Golisano Health Leadership Awards

Overview:

The Golisano Health Leadership Award is the highest honor for health partners and individuals that Special Olympics awards. The award recognizes local health champions and their extraordinary efforts toward fulfilling the goals, values, and mission of Special Olympics' global health program, made possible by the Golisano Foundation (@GolisanoFdn).

Raising awareness of the importance of good health for Special Olympics athletes, and other people with intellectual disabilities (ID), is critical to the Special Olympics Movement and part of our five-year organizational Strategic Plan.

Special Olympics Programs currently receiving 3-year Healthy Community grants are invited to participate and have \$2,000 in their 2018-2019 grant to present and publicize their award. Programs that piloted Healthy Communities from 2012-15 are also encouraged to participate in the award and utilize this toolkit. Programs may present up to 3 local awards, at award ceremonies occurring before 31 July 2018, and then should nominate 1 honoree to be considered for the Global Golisano Health Leadership Award. Up to one honoree per region will be selected to be presented with this award at the Special Olympics World Games in Abu Dhabi (expenses to be covered by Special Olympics International).

This toolkit outlines the overall plans for the award and provides tools for you to use in local celebrations of award recipients.

- 2017-19 Significant Dates to Note on the Golisano Health Leadership Awards
- Fact Sheet designed for Programs on the Golisano Health Leadership Award ([click here](#))
- Nomination Form for Programs Recognizing an Honoree ([click here](#))
- Publicity and Key Influencer Recommendations
- Localized Template Press Release
- Draft Social Media Language
- PowerPoint on the Award Process ([click here](#))
- Newsletter Draft Language
- Graphics and Signage Instructions
- Information on World Games recognition of global honorees.

2017-19 Significant Dates to Note on the Golisano Health Leadership Awards	
November 2017	Nomination Packets for Golisano Health Leadership Award sent to Programs
1 January 2018 - 31 July 2018	Programs present up to 3 local awards. Programs recognize select awardees as part of a local event and/or celebration (this is the focus of this toolkit)
1 August 2018	Programs submit nomination for the Golisano Global Health Leadership Award to healthawards@specialolympics.org
15 September 2018	Special Olympics International internally announces up to seven honorees to attend World Games
September 2018 – March 2019	Programs work with SOI to provide Honored Guest management to honorees and to coordinate film making
March 2019	Special Olympics Health Leaders Award Celebration, Abu Dhabi

Publicity and Key Influencer Recommendations

The Golisano Health Leadership Awards provide an opportunity to:

1. Inspire, motivate and recognize health champions - leaders and organizations - that are making a significant contribution to equal access to health, fitness and/or wellness for people with intellectual disabilities.
2. Raise overall awareness of the issues of health disparities experienced by people with intellectual disabilities.
3. Inspire, motivate and recognize stakeholders, while engaging the broader health-focused Special Olympics audience to replicate areas of success and key initiatives and partnerships.
4. Honor individuals and organizations committed to equitable health services for people with intellectual disabilities.

We all hear stories of individuals who attend a Special Olympics event and leave forever changed. This is true of our health work as well. It's important to create awareness around the awardees because they are shining examples of how health programs can be successfully implemented in communities. Here are a few ideas on how you can engage local media members and key influencers at your event(s) to raise awareness:

- Present the Golisano Health Leadership Award at a high-profile Special Olympics event, such as Opening Ceremony for a major Games or when other annual awards are shared. Share news of the award and your honoree throughout pre-planned, post-event and real-time communication channels.
- It's recommended that you target different stakeholders for your event. Create your target invitation list for your event and invite key influencers like your honoree's employer, members of their family, local Special Olympics athletes and their parents, coaches and volunteers. Invite the President/representative of the relevant medical association, any representatives from the local Department of Health, Ministry of Health as well as any representatives from the local disability groups or similar organizations. These stakeholders all might have different ways of participating in the event.
- Define speaking roles and messaging around your event and assign roles to athletes, SO executives, your honoree, etc.
- After you develop your materials and messages, you are ready to reach out to media and other publicity partners for support. The following types of outlets can be instrumental in promoting your event
 - Radio
 - Talk shows (Pitch your spokesperson for an interview either live, in studio the day before the event or a call-in on the day)



- Live-remotes (inviting radio talent to come down to event and broadcast live and interview spokespeople on-site)
- Event sponsorship (ask the radio station if they would be interested in being the key sponsor for the event and bringing their talent to interview the honoree)
- Television
 - General News, Community News and Health Reporters (Send the media alert to the News desks a week before the event and each day up until the event)
- Newspapers
 - General News (Pitch the community news reporter to come out to the event)
 - Calendar/Volunteer listings (*Calendar listings normally need to be sent in a month before your event for confirmation of running. Plan accordingly)
- Facebook – Create a Facebook cover photo leading up to the event of event information and ask your spokespeople to post it on their social media channels and also send it out to your key influencers
- Twitter – Live tweet about your event a week before the event, live tweet from the event with pictures
- Engage athlete leaders and Special Olympics champions to make personal invitations and asks to media members and key influencers. For media members, invite them early and often and share as much content in advance as possible. Opportunity to offer media exclusivity to your event and offer them to emcee the event.
- When budgets allow, utilize tools such as PR Newswire to ensure health content is promoted. Programs receiving 3-year Healthy Community grants will receive \$2,000 toward the ceremony and promotion of the local award recipient event.
- When media members or key influencers attend sporting competitions, facilitate visits and tours of health venues and also regularly share information about Special Olympics' health work and any year-round efforts in your Program.
- Seek media members in your area who focus on health – in traditional media, in trade publications, etc. – and connect with them on a regular basis with related snippets.
- When great opportunities avail themselves and you are not sure of the best way to activate or if there may be larger-scale implications that other Programs can benefit from, please contact us at healthawards@specialolympics.org.
- Involve a group of individuals to help capture and share health stories while at the events for future engagement opportunities. This quick, but detailed, checklist will help you PUT YOUR STORY IN CONTEXT and ASK THE RIGHT QUESTIONS. Download this one-page guide to help craft your best story at the link [here](#).
- Be your own videographer/photographer at your events and capture content via your smart phone that can be shared quickly on social media and with your Program's social channels



FOR IMMEDIATE RELEASE

CONTACT: Media contact name
Special Olympics
Program Phone number
Email address

**Special Olympics Program Names Honoree's Name its Golisano Health
Leadership Award Honoree**

***** receives **state or country's** top Special Olympics health honor for
his/her/their contributions toward inclusive health**

Location – Date – Special Olympics Program is honored to announce the selection of honoree's name of honoree's hometown as the 2018 Golisano Health Leadership Award honoree.

The Golisano Health Leadership Award was established in 2016, in partnership with Special Olympics and the Golisano Foundation, and is given to an individual or organization that is dedicated to improving the health of people with intellectual disabilities and advancing the health work of Special Olympics.

Insert quote from Program leadership. Share why the recipient is being honored.

Insert a minimum of one paragraph of information on the recipient, tying in specific examples of the he/she/they do to advance the goals of Special Olympics Healthy Communities.

Insert quote from athlete or family member impacted by the work of the honoree (optional).

Insert paragraph on the ceremony when the award was given such as when and where it was awarded and ideally a quote from the recipient that ties the importance of their work back to Special Olympics' health program.

Honoree name is one of the select few individuals or organizations across the Special Olympics movement that will receive the Golisano Health Leadership Award in 2018. Up to seven honorees will then be selected to receive the global award to be presented at the 2019 Special Olympics World Games in Abu Dhabi.

Since 2012, philanthropist and Paychex Chairman Tom Golisano, and the Golisano Foundation, have committed \$37 million to Special Olympics health program to increase access to inclusive health, fitness and wellness programs for people with intellectual disabilities in the communities in which they live.

People with intellectual disabilities are part of one of the largest and most medically underserved disability groups in the world. Millions with intellectual disabilities lack access to quality health care and experience dramatically higher rates of preventable disease, chronic pain and suffering, and premature death in every country around the world.

Special Olympics' vision of its health program, made possible by the Golisano Foundation, is to create



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a world where people with intellectual disabilities have the same opportunities and access to health care as people without intellectual disabilities. Special Olympics' 19 years of experience identifying and addressing the unmet health needs of people with intellectual disabilities has revealed the myriad of complex barriers to health faced by this population. Barriers to this vision include lack of access to quality health care, education, and resources.

Through this multi-layered effort, Special Olympics is working to [create a tipping point](#) where health becomes inclusive for people with intellectual disabilities globally by changing curriculum, training health care professionals and policymakers, influencing policy, advocating for inclusive health programming, building partnerships for follow up care and harnessing the power of the Special Olympics Movement to build awareness.

About Special Olympics Program

Insert Program boilerplate or global boilerplate (below).

Special Olympics is a global inclusion movement using sport, health, education and leadership programs every day around the world to end discrimination against and empower people with intellectual disabilities. Founded in 1968, and celebrating its 50th Anniversary this year, the Special Olympics movement has grown to more than 5 million athletes and Unified partners in more than 170 countries. With the support of more than 1 million coaches and volunteers, Special Olympics delivers 32 Olympic-type sports and over 108,000 games and competitions throughout the year. Special Olympics is supported by individuals, foundations and partners, including the Christmas Records Trust, the Law Enforcement Torch Run® for Special Olympics, The Coca-Cola Company, The Walt Disney Company and ESPN, Microsoft, Lions Clubs International, Bank of America, Essilor Vision Foundation, the Golisano Foundation, and Safilo Group. [Click here for a full list of partners](#). Engage with us on: [Twitter](#), [Facebook](#), [YouTube](#), [Instagram](#) and [our blog on Medium](#)

About Tom Golisano and the Golisano Foundation

Tom Golisano — entrepreneur, philanthropist, and civic leader — is the founder and chairman of the board of Paychex, Inc., headquartered in Rochester. With more than 12,000 employees and 100 office locations nationwide, Paychex is a leading national provider of payroll, human resource, and benefit outsourcing solutions for more than a half-million small and medium-sized businesses. Tom's vision, perseverance and action have left an indelible mark on a broad spectrum of issues that touch our lives - in business, healthcare, education, voter policies, politics, and tax reform. A fierce advocate for dignity and inclusion, Tom Golisano applied his pioneering spirit to establish the Golisano Foundation to help make the world a better place for people with intellectual and developmental disabilities.

In addition to Tom's personal philanthropic contributions to hospitals, educational institutions and other organizations exceeding \$300 million, the Golisano Foundation is now one of the largest private foundations in the United States devoted exclusively to supporting programs for people with intellectual and developmental disabilities. Founded in 1985, the Foundation is focused on "Imagining the Possibilities." With \$40 million in gross assets, it has awarded more than \$24 million in grants, about \$2 million annually, to non-profit organizations that serve people with intellectual and developmental disabilities.

GolisanoFoundation.org @GolisanoFdn



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Signage Guidance and Plaque

Presentation

Each Special Olympics Program will need to coordinate delivery of customized plaques in the honoree's name and appropriate event signage. It is critical to employ up-to-date health branding signage at this event as well as appropriate sponsor recognitions. Three-year Healthy Community grantees may use the budget allocated toward promotion of the event to cover these needs. Please visit Special Olympics' Resources website to [learn more about Special Olympics health branding](#).

As part of the budget for 3-year Healthy Community grantees, please ensure the Golisano Foundation is well represented and in photos.

Plaque wording and appearance have been developed in collaboration with the Golisano Foundation and plaques will be processed and paid through Special Olympics, Inc. The Golisano Health Leadership Award recipients will receive a framed 12"x15" plaque.

The process includes:

- Special Olympics Program will share its honoree's name (the exact way it should be printed on the plaque) in the body of email to healthawards@specialolympics.org at least one month prior to the planned event celebration.
- Special Olympics, Inc. staff will coordinate with MTM to print and to ship a plaque to the Program office.
- Program staff will share the plaque with the awardee at the celebration.

Optional: Some Programs have expressed an interest in recognizing other health sponsors so a general health recognition certificate is available online at http://resources.specialolympics.org/Taxonomy/Health/_Catalog_of_Healthy_Communities.aspx.



Newsletter Draft Text (Please adjust as needed to fit your newsletter's intended audiences)

Golisano Health Leadership Award Winner Announced By *insert Program Name

On insert date of recognition event, insert Program name was thrilled to recognize our Golisano Health Leadership Award recipient.

Special Olympics and the Golisano Foundation established this award to honor individuals and organizations that are dedicated to improving the health of people with intellectual disabilities and advancing the health work of Special Olympics.

Insert paragraph on awardee and how he/she/it is advancing Program's year -round health efforts.

In 2018, individuals and organizations will be honored by Special Olympics Programs that are working toward Healthy Community recognition, and select honorees will also be given the opportunity to attend World Games in Abu Dhabi in March 2019. Tom Golisano and the Golisano Foundation, have committed \$37 million to Special Olympics global health programming since 2012 to increase access to inclusive health, fitness and wellness programs for people with intellectual disabilities in the communities in which they live.

Please join in recognizing the contributions of insert awardee name/organization and keep encouraging your networks to join us in our important #inclusivehealth work.

Recognition of Honorees at 2019 World Winter Games

This section is meant for informational purposes and to equip Programs with information regarding the selection of the global awardees.

After 31 July 2018, when Programs have shared their local honorees, a cross-departmental team that includes at least one athlete leader as well as representatives from the Golisano Foundation will select the regional honorees based on the nomination forms shared by participating Programs. Informational interviews to learn more about the recognized health leaders may be requested. Upon selection, the Regional President for each Region will be asked to notify the Program and selected honoree. The up to seven global award recipients will be invited to World Games with travel expenses covered.

In 2019, this award celebration at World Games may be part of a Global Development and Government Relations Department-led roundtable in Abu Dhabi that will showcase public-private partnerships for inclusion. Press will be invited and other opportunities at World Games will be employed to recognize finalists.



Social Media Options

Please insert photos when possible.

Twitter

1. This just in! We have announced #InclusiveHealth champion, **insert Golisano Health Leadership awardee name**, as our winner of the @GolisanoFdn Health Leadership Award!
2. #InclusiveHealth advocate **insert Golisano Health Leadership awardee name and/or organization** has been announced as a @GolisanoFdn Health Leadership Award winner! RT to congratulate!
3. Congratulations are in order! **insert Golisano Health Leadership awardee name and/or organization**, #InclusiveHealth advocate, has become our @GolisanoFdn Health Leadership Award winner!
4. Tom Golisano & @GolisanoFdn are focused on making equitable access to health a reality for all. **@localmediateam**

Facebook

1. Congratulations are certainly in order! **Insert name and brief example of award winner (i.e. Dr. Kelly Pritchett, who has been a longtime supporter of our Healthy Hearing program)** has just been named our Golisano Health Leadership Award winner!
3. BIG congratulations are in order! **Insert a highlight on the impact of the awardee. For example: For the last 7 years, Special Olympics Nebraska has expanded our Healthy Hearing program thanks to the efforts of Dr. Kelly Pritchett. Based on her contribution not only to our athletes, but to our organization-wide goal of making equal access to healthcare a reality, Dr. Pritchett has become the Golisano Health Leadership Award winner! Thank you, Dr. Pritchett for being and #InclusiveHealth champion & CONGRATULATIONS!**

Instagram

1. Congratulation are in order! Special Olympics **insert Program name** has officially announced **insert Golisano Health Leadership awardee name** as the winner of the Golisano Health Leadership Award for **to his/her/their** work in trying to make #InclusiveHealth a reality! Congrats, **insert Golisano Health Leadership awardee name!**