

**HEALTHY & ACTIVE
COMMUNITIES**



MFH
MISSOURI FOUNDATION FOR HEALTH

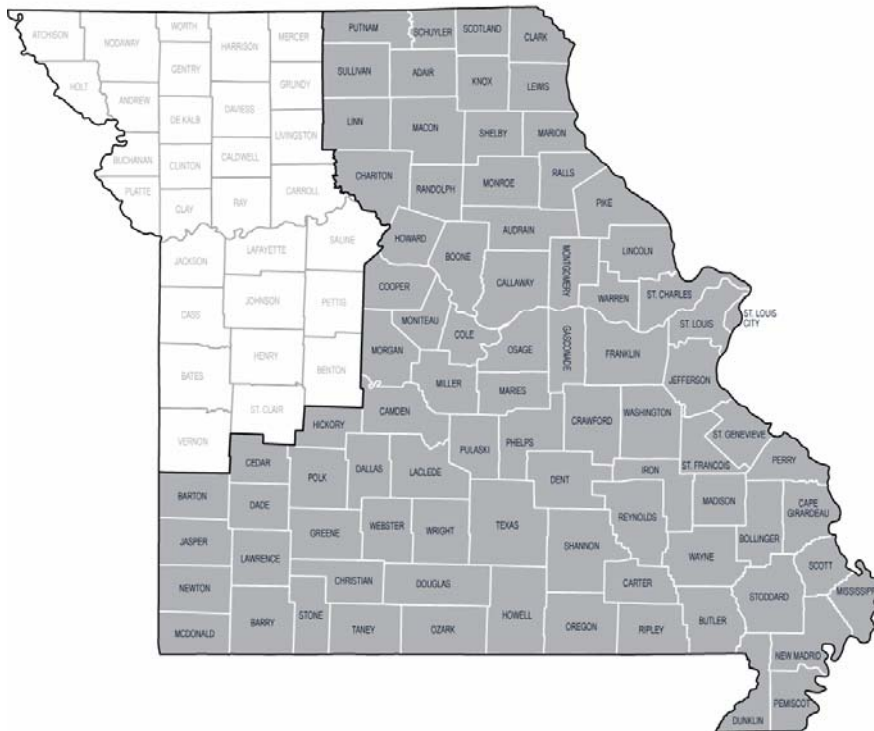
Healthy & Active Communities: A Foundation's Response to the Obesity Epidemic

Active Living Research
Annual Conference
February 19, 2009
Alyse Sabina, MPH

Missouri Foundation for Health



MFH Supported Service Area

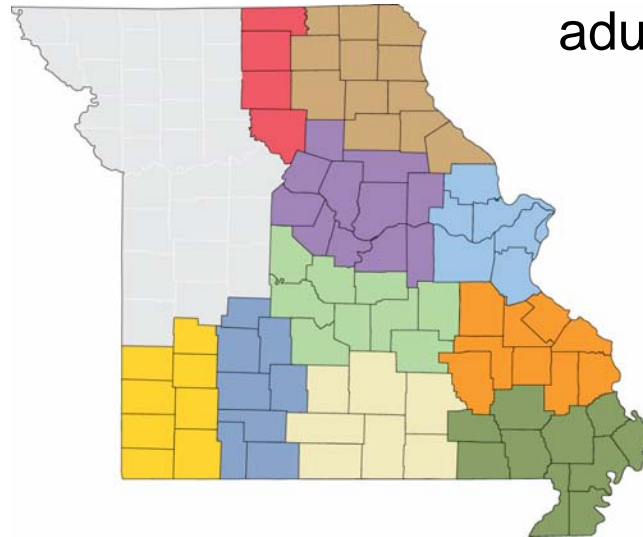


- Second largest health conversion foundation in the country
- Largest health care foundation in the state
- Provides coverage to nearly 75% of Missouri

The Problem

- 15th highest rate of overweight youth

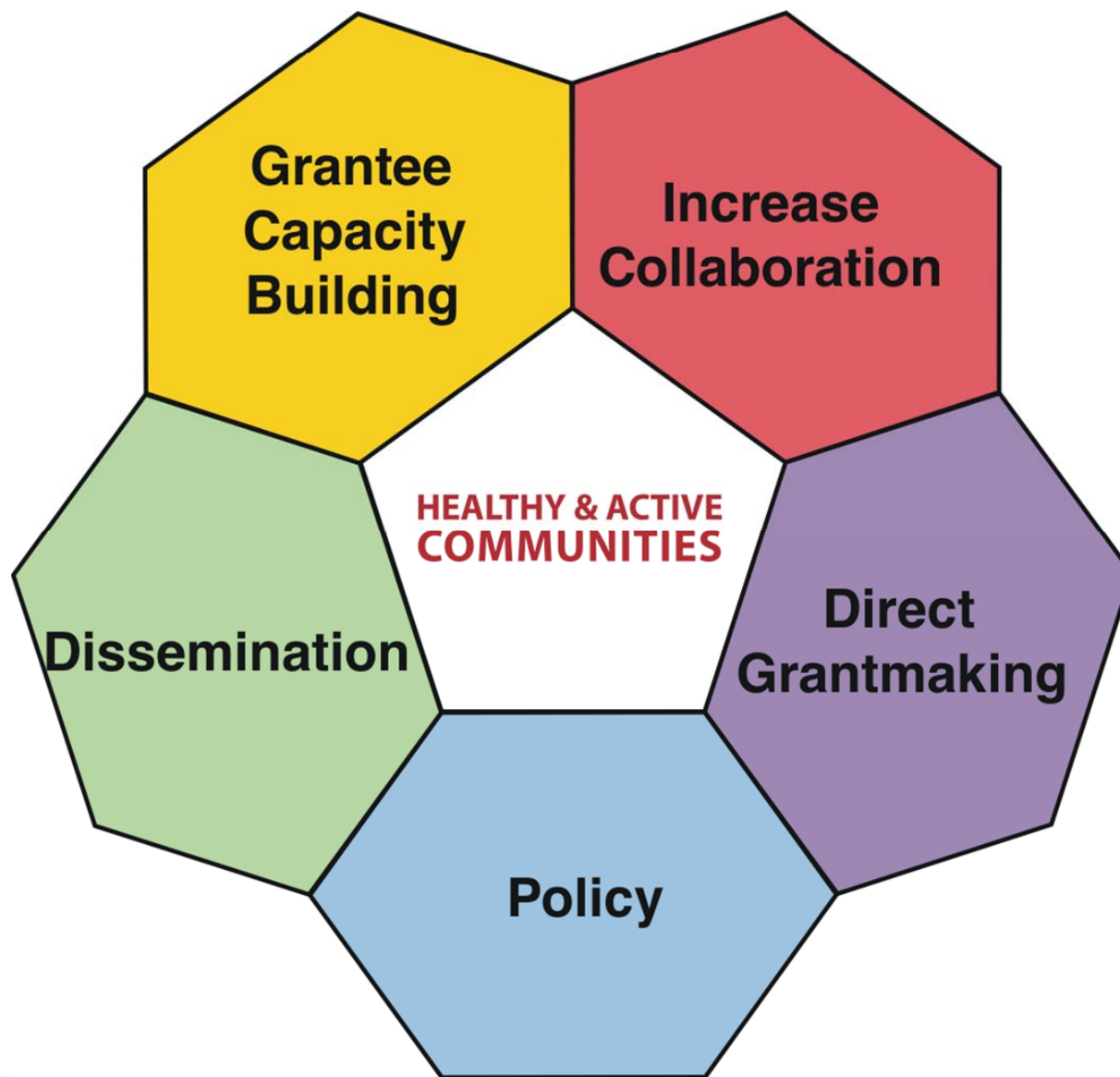
- 12th highest rate of adult obesity



- 82% of youth consume < 5 fruit/veg servings per day

- 57% do not meet PA recommendations





Phase 1

A Portfolio Approach

Program

Education

Access

Policy



Program Outputs

- 129,134 participants engaged
- 372 partnerships created
- 118 policies implemented
- 189 schools involved
- 610 media features
- 51% partnered with local government
- 64% educated public officials



Measures of Success

Factors of success	Completely Achieved
Project accomplished its specific objectives	33% (60% partially achieved)
Project achieved more than its original goals	45%
Project had a concrete impact on the root problem it targeted	39%
Project led to other projects or efforts	42%
Project helped change the way community works together on issues	49%
Project led to some individuals becoming new leaders or more engaged community members	58%

Phase 2: *Model Practice Building*

Requirements for Selection

- Quantitative and Qualitative Evidence
- Active Collaboration
- Replicable Program Elements
- Elements of Sustainability

Program Elements

- Intensive Program Evaluation
- Coordinated Dissemination Plan
- Grantees take a Regional Leadership Role
- Increased Focus on Sustainability



Innovative Funding

- Promote environmental and policy change
- Address the socio-ecological model
- Collaborate with community efforts
- Multi-sectoral collaboration
- Evidence-based (scientific or promising)



Pictures of Success

Changing Norms



Walking School Bus, Columbia

Access to Fresh Food



Urban Farm, St. Louis



Policy Change



Worksite policy change, New Madrid



Tiger Fitness Challenge, Piedmont

Utilizing Infrastructure



Ten Toe Express walking program, St. Louis

Innovation



Future Poplar Bluff Skate Park, Poplar Bluff



Impact

- Increased evidence base
- Combined and maximized resources
- Socio-ecological interventions
- Consistency of message
- Viability of programs
- Policies that support healthy eating and active living

