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

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- 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

<table>
<thead>
<tr>
<th>Factors of success</th>
<th>Completely Achieved</th>
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<tbody>
<tr>
<td>Project accomplished its specific objectives</td>
<td>33% (60% partially achieved)</td>
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<tr>
<td>Project achieved more than its original goals</td>
<td>45%</td>
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<tr>
<td>Project had a concrete impact on the root problem it targeted</td>
<td>39%</td>
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<td>Project led to other projects or efforts</td>
<td>42%</td>
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<td>Project helped change the way community works together on issues</td>
<td>49%</td>
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<td>Project led to some individuals becoming new leaders or more engaged community members</td>
<td>58%</td>
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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)
Healthy & Active Communities Coverage Area

• $16 million
• 36 communities
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