



# CONVERGENCE PARTNERSHIP

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THE CALIFORNIA ENDOWMENT  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
KAISER PERMANENTE  
THE KRESGE FOUNDATION  
NEMOURS  
ROBERT WOOD JOHNSON FOUNDATION  
W.K. KELLOGG FOUNDATION



**There's No Better Time for Collaboration:  
Convergence for Healthy People and Healthy Places**

**New Partners for Smart Growth Conference  
February 5, 2010**

- **Judith Bell, PolicyLink**
  - [judith@policylink.org](mailto:judith@policylink.org)
- **David Fukuzawa, The Kresge Foundation**
  - [ddfukuzawa@kresge.org](mailto:ddfukuzawa@kresge.org)
- **Terry Johnson, New Hampshire HEAL**
  - [tjohnson@healthynh.org](mailto:tjohnson@healthynh.org)
- **Maren Stewart, LiveWell Colorado**
  - [marenstewart@livewellcolorado.org](mailto:marenstewart@livewellcolorado.org)

**Project Director**



Lifting Up What Works®

**PolicyLink**

**PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works. ®**

**The Convergence Partnership is a collaborative of six major funders and the CDC engaged in multi-field, equity-focused, policy and environmental change efforts to achieve healthy people and healthy places.**

# Steering Committee



- **The Robert Wood Johnson Foundation**
- **Nemours**
- **W.K. Kellogg Foundation**
- **Kaiser Permanente**
- **The California Endowment**
- **Kresge Foundation**
- **Centers for Disease Control and Prevention**  
(Technical Advisors)

## The Convergence Partnership believes in the following core values:

- Promote equity and social justice
- Respect, recognize, and build upon the assets and capacity of communities
  - Value learning from new evidence
- Have the wisdom to change course as dictated by experience

# Vision for Healthy People in Healthy Places



- Safe neighborhoods, communities and buildings support physical activity as part of everyday life.
- Fresh, local, and healthy food is available and affordable in all communities and neighborhoods.
- Healthy foods and beverages are promoted in grocery and other food stores, restaurants, and entertainment venues.

# Vision for Healthy People in Healthy Places



- Schools offer and promote only healthy food and beverages to students.
- Schools promote healthy physical activities and incorporate them throughout the day, including before and after school.
- Workplaces and employers offer and promote access to healthy foods and beverages and opportunities for physical activity.

# Vision for Healthy People in Healthy Places



- Health care organizations and providers promote healthy eating and active living in their own institutional policies and in their clinical practices.
- Organizations, institutions, and individuals that influence the information and entertainment environments share responsibility for and act responsibly to promote healthy eating and active living.

# Vision for Healthy People in Healthy Places



- Childcare organizations, including preschool, after-school and early childhood settings, offer and promote only healthy foods and beverages to children and provide sufficient opportunities for, and promote, physical activity.

# Goal



**Accelerate and amplify efforts to create environments that support healthy people in healthy places**



- Policy impacts the economic, social, physical and services environments
- Policies not traditionally thought of as health policies (transportation, land use, education, economics) impact health and obesity rates.

## Communities of Opportunity

Parks  
Sidewalks  
Grocery Stores  
Financial Institutions  
Better Performing Schools  
Good Public Transportation

Good Health Status

## Low- Income Communities

Fast Food Restaurants  
Liquor Stores  
Unsafe/Limited Parks  
Poor Performing Schools  
Increased Pollution and Toxic Waste Sites  
Limited Public Transportation

Poor Health Status  
contributes to health disparities:

Obesity  
Diabetes  
Asthma  
Infant mortality

**Place Matters, Policy Matters**

**Creating a Field of Fields**

**Partnerships are Critical for Success**

- **Building the Field at the Local and Regional Levels**
- **National Policy Initiatives**
- **Tools, Strategies and Resources**
- **Communications and Evaluation**

- **Violence Prevention-** impact through multi-sector comprehensive efforts in multiple sites
- **Joint Use of School Yards-** seeking the right mix at the right time in many more places

- **Regional Convergence**

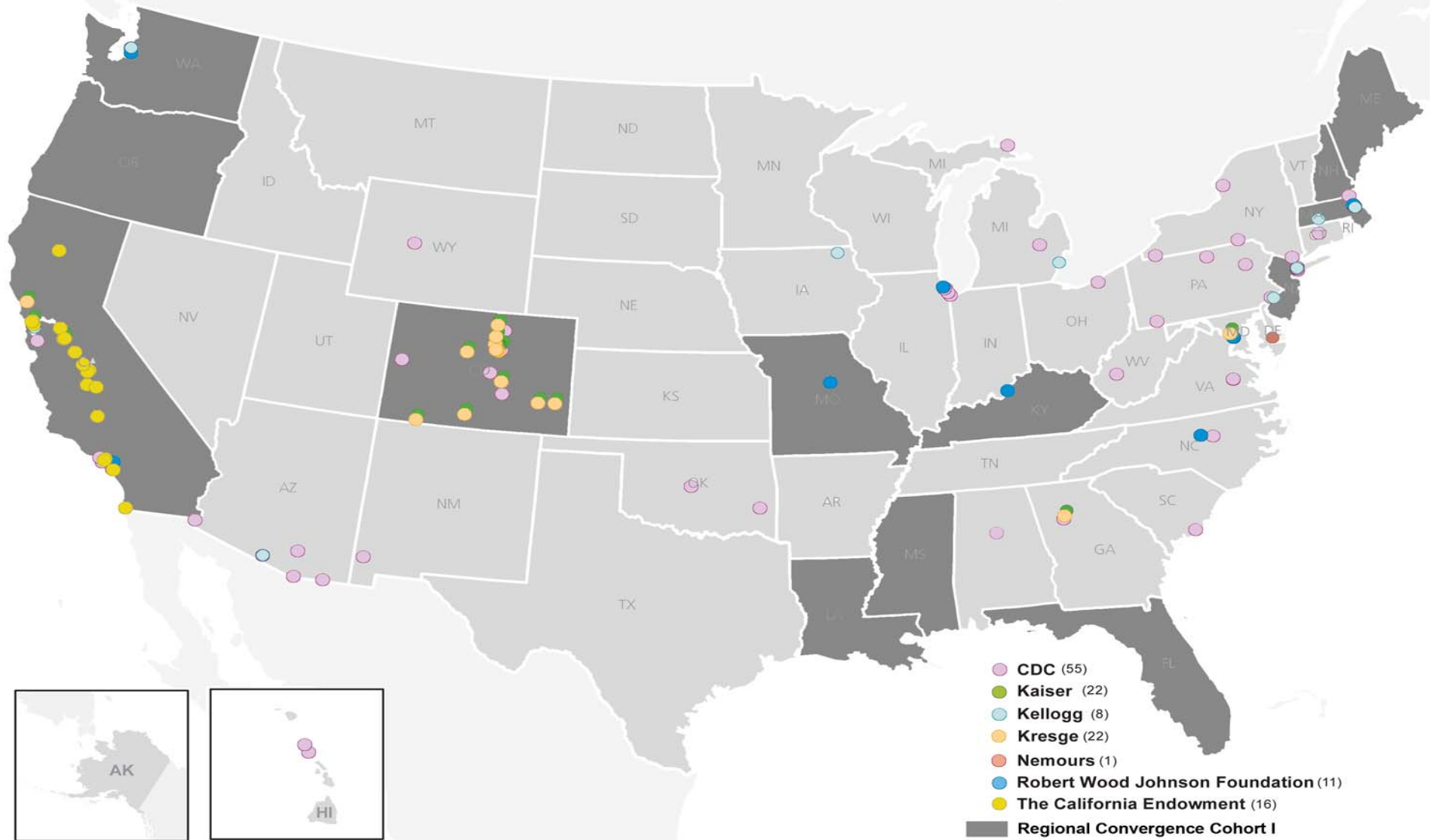
- Promote and support connections in the field
- Increase and leverage investments to expand the intensity, reach and number of efforts focused on policy and environmental change
- 9+3

- **Innovation Fund**

- New projects or new grant making initiatives involving multi-field community partnerships aimed at improving health and equity through land use and/or food access strategies



# National Partner Portfolios and Regional Convergence



# Regional Convergence



- Seed, strengthen and leverage work in regions
- Help practitioners, advocates, foundations and communities maximize their efforts
- Stimulate resources targeting specific issues of local concern.
- Build new connections and new leadership

# National Policy Initiatives



## Access to Transportation

- Federal Transportation Reauthorization

## Access to Physical Activity

- Joint Use of School Yards

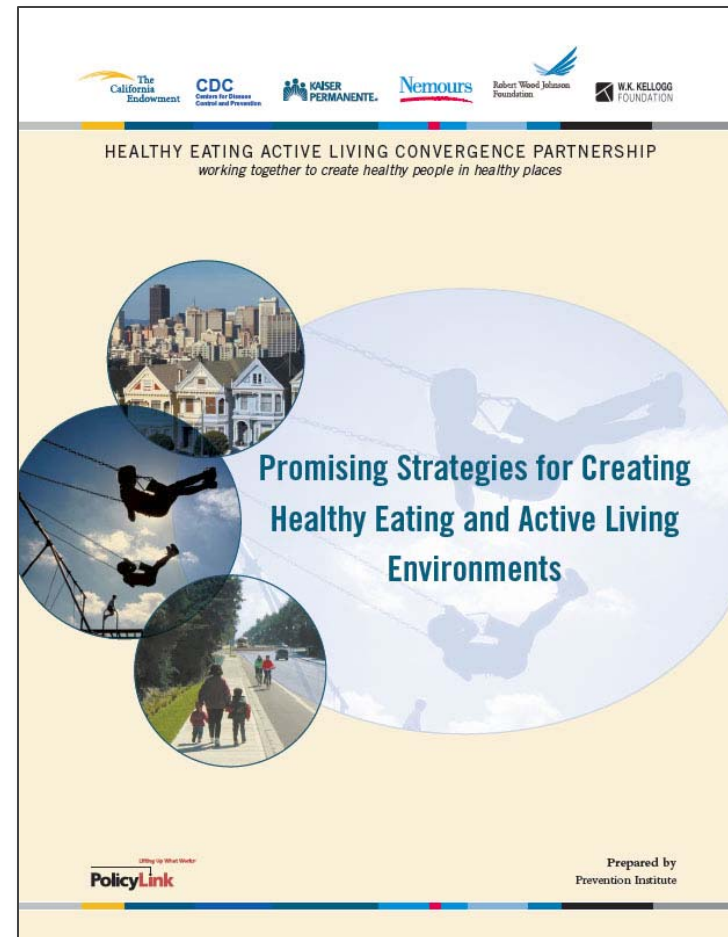
## Access to Healthy Foods

- Farmers' market access for those receiving federal food assistance
- National Fresh Food Financing
- Influencing the 2012 Food Bill

- **Federal commitment**
  - White House Office of Urban Policy
  - Sustainable Communities Initiative
  - Interagency work groups
  - 2011 budget objectives
  - Promise and Choice Neighborhood Initiatives
  - ARRA community prevention funds

## Policy Briefs

- Promising Strategies for Creating Healthy Eating and Active Living Environments
- Strategies for Enhancing the Built Environment to Support Healthy Eating and Active Living



# Tools

- Making the Case and Getting Underway: A Funder Toolkit to Support Healthy People in Healthy Places
- Transportation and Health Toolkit 101



## Communications

- Strategic communications plan

## Internal Evaluation

- “The Whole is Greater than the Sum of Its Parts”

## External Evaluation

- Policy, Environmental Change Efforts
- Regional Convergence
- Innovation Fund

**Success**



**Multi-field  
Equity-focused  
Environmental and Policy Change  
Healthy People in Healthy Places**

**CONVERGENCE**

# LiveWell

COLORADO

The logo graphic consists of five teardrop-shaped petals radiating from a central point. The petals are colored: a light green one at the top, a light blue one on the right, a grey one on the bottom right, a purple one at the bottom, and an orange one on the bottom left.



heal

**HEALTHY EATING ACTIVE LIVING**

[www.policylink.org](http://www.policylink.org)

[www.convergencepartnership.org](http://www.convergencepartnership.org)