

Appalachia Funders Network

The Health Working Group Proposal to the Robert Wood Johnson Foundation

Goals & Objectives

The ultimate goal of this project is to develop a common analysis, shared vision, and collective set of strategies to advance policy and environmental changes that address childhood obesity and foster a culture of health in Central Appalachia. The principle objectives include:

- Objective 1: Engage with grantmakers, government agencies, banks, and health-focused practitioners to better understand the current opportunities, core challenges, innovative strategies, and gaps in services to address childhood obesity and grow a culture of health.
- Objective 2: Develop a shared understanding, through collective analysis, of the systemic issues and policies (or absence of) that lead to childhood obesity and undermine the region's culture of health.
- Objective 3: Explore ways to use program-related investments (PRI's) to address these systemic health issues and policies; and determine the readiness of Appalachia funders to invest in this way.
- Objective 4: Develop a collective set of strategies for grantmakers, government agencies, banks, and health-focused practitioners to advance policy and environmental changes that address childhood obesity, drawing on promising practices that can be replicated and adapted to the Appalachian context.
- Objective 5: Develop guidelines that describe the core values, attitudes, and behaviors that are important to the success of each strategy.
- Objective 6: Develop a shared measurement system to track the impact of our co-investments in policies and environmental changes that address childhood obesity.
- Objective 7: Share the project findings and lessons learned with the broader field, particularly those working to create a culture of health in under-resourced rural regions.