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.