RAISE YOUR VOICE. CHANGE LIVES.
If you want to go quickly, go alone. If you want to go far, go together.

Old African Proverb

We Are Stronger Together: Creative Coalitions
Who Am I?

Marla Hollander, MPH
National Partnership Manager
Voices for Healthy Kids
Collaboration Secret Sauce

- Core Values
  - Authentic Engagement
  - Mutual Benefit
    - (Mission Alignment -90%)
  - Customer Service

- Operating Principals
  - Many Points of Entry
  - Asset Inventories
  - Supporting National, State and Local Coalitions
  - Goal Setting
  - Feedback Loops
Core Value: Authentic Engagement

Authentic engagement describes relationships in which many things are transparent and shared. From power to resources, decision making and credit. We need to continue to build trust in a collective effort to make a healthy weight the new normal.
Core Value: Mutual Benefit

Mutual benefits occur when both parties in an agreement or situation gain value.
Core Value: Customer Service

Exceptional customer service isn't an accident or simply wanting to treat customers well. One needs to analyze the customer experience and build a customer journey map. A journey is an outline of everything the customer experiences, from initial interaction to completion of the buying process.
Bringing Organizations Together to Advance Healthy Weight Policy

Research

National Media Core Team

Strategic Advisory Committee

Technical Assistance Providers

Voices Action Center

Roundtables

Consorita

Trusted Collaborators

Collaboration
Many Points of Entry
Collaboration Setting Specific Collaboration Consortia

**Out of School Time and Early Childhood Education**
- **Out of School Time Consortium**
  - OST Advisory Group
- **HOST Coalition Policy Workgroup**
- **Afterschool Alliance**

**School Health Policy Consortium**
- **ECE/OST Crossover***
- **ECE Advisory Group**
- **Afterschool Alliance & Child Care Aware**
- **School Nutrition Subcommittee**
- **Alliance for a Healthier Generation**

**Community**
- **National Working Group**
- **The Food Trust**
- **Safe Routes to Healthy Foods Taskforce**
- **Safe Routes to School National Partnership & The Food Trust**

**Community Consortium**
- **Active Transportation Equity Workgroup & State/Local Active Transportation Financing Workgroup**
- **Safe Routes to School National Partnership**

**Integration of Efforts**
- Two separate committees to promote adoption of and implementation of HEPA standards with OST programs/providers.
- "Crossover" committee to explore opportunities and implications of policy and real world overlap between early childhood and OST.
- Stakeholder advisory group exploring policy options and strategy in early childhood.
- Integrated committees exploring school related policy to promote healthy food and comprehensive physical activity as well as elimination of unhealthy food/beverage marketing.
- Network of national organizations to support advocacy for healthy food access to underserved communities and individuals.
- "Crossover" committee to explore opportunities and implications of policy and real world overlap between promotion of active communities and access to healthy food.
- Two separate committees to promote and support policy advocacy to improve safe active spaces for physical activity and transportation.

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*ECE/OST Crossover will start in winter/spring of 2017

**The State/Local Active Transportation Financing Workgroup will start in winter/spring of 2017
Collaboration
Many Points of Entry

The Food Trust

- Sub-committee
- National Working Group
- Strategic Advisory Committee
- Consortia
- TA Provider
- Grantee
Collaboration Many Points of Entry

- Former Grantee
- Equity Roundtables
- Strategic Advisory Committee
- Consortia
Asset Mapping
Feedback Loops
LA County Ramps Up for Safer Streets for Walking and Bicycling

Collaboration Local Coalition Work

LA County’s Department of Public Health is leading efforts to create safer streets for walking and bicycling, working to reduce the number of injuries and deaths by encouraging more people to choose these transportation options.

The LA County Department of Public Health is committed to promoting healthy, active lifestyles through transportation and recreation. Changes in the transportation system have the potential to improve health outcomes, reduce costs, and increase the quality of life for all residents.

The Department of Public Health is working with local coalitions to create and implement strategies that promote healthy, active lifestyles. The coalitions include local community members, public health agencies, and local governments to develop and implement strategies that address the needs of the community.

We are focusing on projects that will help us achieve our goals, including implementing strategies that promote healthy, active lifestyles and reducing the number of injuries and deaths caused by traffic accidents.

Los Angeles County is a leader in the development of policies and programs that promote healthy, active lifestyles. We are working to create a safer transportation system that will improve health outcomes and reduce costs for all residents.

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Tipping the Scale:
A focus on health equity
Voices for Healthy Kids has impacted an estimated 122,626,799 people across the country. A study published in 2016 in the American Journal of Public Health affirmed the model when it reported that Voices for Healthy Kids support—both financial and through technical assistance and support—could increase the chances of passing state policy by 50%.* We’re working to make the places where families live, learn, work, play, and pray healthier.

**MAKING THE DAY HEALTHIER FOR ALL CHILDREN.**

**HEALTHIER FOODS AT SCHOOL**
Smart Snacks policies will give more than 2.7 million students in Florida healthier school foods.

**PHYSICAL ACTIVITY ON THE WAY TO SCHOOL**
In Minnesota, safer routes for walking and biking are being developed for 5.4 million students.

**A HEALTHY BREAKFAST**
Healthy Food Financing Initiatives could improve access to healthy foods for nearly 5 million people in Austin, TX.

**PHYSICAL EDUCATION**
In NYC, a new policy ensures nearly 8.5 million students will have quality physical education.

**WATER ACCESS**
In California, policy updates will give more than 6 million students access to safe water in schools.

**JUNK FOOD MARKETING**
A policy change in Nevada can protect nearly 300,000 students from unhealthy junk food marketing throughout the school day.

**EVENING PHYSICAL ACTIVITY WITH FAMILY**
Nearly 60 million people in California will eventually have safe places to be active, like parks or bike lanes.
Get Involved

Resources: 
VoicesforHealthyKids.org/get-involved/

Become a leader: 
VoicesforHealthyKidsActionCenter.org

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