
The Livewell Colorado Times

A Bi-Weekly E-Letter for LiveWell Colorado Sponsors, Partners and Communities



March 17, 2008

Welcome

Welcome to the first issue of the LiveWell Colorado Times. The goal of this bi-weekly e-letter is to keep all of LiveWell Colorado's stakeholders apprised of activities related to the convergence of obesity prevention efforts in our state and the evolution of LiveWell Colorado into a unique non-profit organization. Please forward this document to anyone you feel may have an interest in learning more about LiveWell Colorado. The next edition of the LiveWell Colorado Times will provide information on how to subscribe to receive future issues via www.livewellcolorado.com.

Please note that this issue is likely to be more content-intensive (and redundant for some) than future installments, as it is seen as an opportunity to bring all of LiveWell Colorado's stakeholders up to speed on where we've been and where we're headed. Hence, some general background information is provided.

LiveWell Colorado in Review

The Issue

According to the U.S. Surgeon General, obesity is the single greatest public health threat to the nation. In fact, poor nutrition and lack of physical activity are the second leading preventable causes of death in the United States and Colorado. While Colorado is among the leanest states, with 45.1 percent of adults being at a healthy weight, the prevalence of overweight and obesity in Colorado is rising in concert with national rates, putting a large portion of the population at risk for cardiovascular disease, diabetes, cancer, hypertension and asthma.

Collaboration

In January 2007, The Colorado Health Foundation, the Colorado Department of Public Health and Environment (CDPHE) and Kaiser Permanente, launched LiveWell Colorado – a collaborative initiative that seeks to streamline obesity-prevention activities in Colorado by reducing duplicative

fundraising, administration and evaluation efforts. Initial funding totaled \$2.8 million, with contributions of \$1.4 million from The Colorado Health Foundation, \$1.1 million from Kaiser Permanente and \$300,000 from CDPHE. CDPHE and Kaiser Permanente also provide technical assistance, grants management and evaluation services as in-kind contributions.

First-Year Progress

In its first year of operation, LiveWell Colorado funded 12 community programs to implement evidence-based, multi-sector approaches to promote healthy eating and active living through policies, programs and environmental changes. In just one year, 87,000 Colorado residents were directly reached by community initiatives. In addition, 724 schools, community groups, healthcare organizations, senior service providers and local businesses adopted LiveWell strategies.

Also in its first year, LiveWell Colorado established a brand, developed a website (livewellcolorado.com), distributed collateral materials and garnered significant news media attention for both the umbrella organization and its local constituents. In addition, a cable television campaign promoting community initiatives was executed in August, driving a high volume of traffic to the LiveWell Colorado website.

Expanding LiveWell Colorado's Reach

Due to initial successes, Kaiser Permanente increased its support and funding to expand LiveWell Colorado's efforts and establish it as a unique non-profit entity that serves as Colorado's central organization charged with enhancing communication, coordination and collaboration among obesity prevention initiatives throughout the state. It is anticipated that other funders will follow suit, enabling LiveWell Colorado to expand its reach to partners and citizens alike.

LiveWell Colorado Communities

In February 2007, LiveWell Colorado provided \$2 million to 12 community agencies to bring together community-based organizations, businesses, schools, public health departments, worksites and healthcare providers to promote healthy eating and active living through policies, programs and environmental changes. In January 2008, these communities (listed below) were awarded continuation funding in amounts ranging between \$100,000 and \$250,000.

Funded Agencies and the Communities they Serve

- Denver Urban Gardens – Auraria/ Lincoln Park, Sun Valley, Baker
- Denver Health and Hospital Authority – Barnum, Barnum West, Sun Valley, Valverde, Villa Park, West Colfax
- Denver Healthy People 2010 – Park Hill (Northeast, North, and South Park Hill)
- Broomfield Health and Human Services – City and County of Broomfield
- Jefferson County Dept. of Health and Environment – City of Wheat Ridge
- Tri-County Health Department – Commerce City
- Valley Wide Health Systems, Inc. – Alamosa County
- Durango Healthy Lifestyles Coalition – Durango
- Fountain Valley Foundation – Fountain
- Poudre Valley Hospital Foundation – Ft. Collins
- Summit County Prevention Alliance – Summit County
- Prowers County Public Health Nursing Services – Prowers County

In January 2008, LiveWell Colorado approved planning and mobilization grants (up to \$40,000) to five additional communities. These grants will be used to mobilize partners, conduct needs assessments and develop comprehensive healthy eating and active living community action plans. Nonprofit Impact will provide technical assistance to these communities over the next 10 months.

Community Planning and Mobilization Grantees

- Learning Landscapes – Southwest Denver (Westwood)
- Bent County Nursing Service – Bent County
- Ed & Ruth Lehman YMCA – Longmont
- Medical Center of the Rockies Foundation – Loveland
- Southwest Health System, Inc. – Montezuma County

Sponsor Functions

LiveWell Colorado Executive Committee

An executive committee comprised of representatives from The Colorado Health Foundation, Kaiser Permanente and the Colorado Department of Public Health and Environment currently oversees LiveWell Colorado's operations. This committee meets monthly to:

- Report on the activities, management and operations of community grantees
- Make program and budget recommendations
- Review the development and implementation of community grants
- Provide updates on community grant progress
- Coordinate supplemental funding of grantees
- Assess opportunities for further collaboration
- Advise on collateral development and media activities

It is anticipated that this group will evolve into a community grants team, while the new board of directors assumes organizational oversight responsibilities. The current structure is not expected to change before May 2008.

LiveWell Colorado Staffing

In its current form, LiveWell Colorado's sponsoring organizations provide staff members from their respective locations to manage day-to-day operations. For example, Kaiser Permanente's staff provides grants management and evaluation services to community programs, while the Colorado Department of Public Health and Environment provides training and technical assistance to grantees.

It is expected that these shared functions will fold into the operations of the new LiveWell Colorado non-profit once the strategic planning process is complete, lead roles are defined and operations and staffing are established for the new non-profit organization.

Looking Forward

Working Vision

To reduce the health burden of overweight and obesity in Colorado. (Note that the LiveWell Colorado Transition Team is working to refine this vision statement to reflect desired outcomes.)

LiveWell Colorado will leverage resources, minimize duplication, coordinate strategy, promote efficiency

and create a means through which stakeholders from all sectors can work collaboratively to lower obesity rates and trends in Colorado. LiveWell Colorado will provide strategic leadership for healthy eating and active living initiatives by converging public, private, non-profit, foundation, business and community sector efforts related to policy, environmental and individual behavior changes, thus delivering programs and services that are efficient, cost-effective and have measurable impact.

Roles will include:

- Creating an efficient infrastructure for the coordination of statewide activities
- Mobilizing leaders from all sectors
- Providing policy education, development and execution assistance
- Consolidating and coordinating investment and subsequent grant making from government/public health, corporate and philanthropic communities
- Providing resources (primarily grants) for the implementation of policies, programs and environmental changes
- Collecting data for evidence-based evaluation
- Disseminating and translating evidence-based models to communities and stakeholders throughout Colorado and nationwide
- Representing Colorado in national obesity convergence initiatives, including the Healthy Eating, Active Living Convergence Project

Impact on Community Initiatives

Core to LiveWell Colorado's success will be its ability to coordinate strategy and programming across stakeholder groups. This includes mobilizing all sectors around a shared vision and aligning efforts to achieve statewide objectives. Similar to the Denver's Road Home model, investment from all sectors will be pooled and redistributed, primarily through grants, based on evidence-based strategies that guide statewide efforts. Total funding for obesity prevention will likely increase, which will lead to greater opportunities for non-profit and community agencies to receive funding for work aligned with the strategic plan.

Transition Details

On December 5, 2007 Kaiser Permanente awarded a \$16 million grant (over five years) to expand LiveWell Colorado's efforts and establish it as a unique non-profit entity that serves as Colorado's central organization charged with coordinating obesity-prevention initiatives throughout the state.

To aid in LiveWell Colorado's transition into its own 501(c)3, Kaiser Permanente and The Colorado Health Foundation contributed funds to support the following:

- Coordination of transition team activities
- Establishment of the new LiveWell Colorado 501(c)3
- Strategic plan development
- Budget and fiscal systems development
- Organizational infrastructure development
- Development planning (fundraising)
- Communications planning and tool development
- Identifying office space and equipment needs

This budget will also be used to hire contractors to assist with the following:

- Non-profit document preparation
- Organizational start-up services
- Needs assessment and report
- Strategic planning facilitation
- Business planning and organizational development
- Collaboration and leadership systems development
- Communications planning and implementation
- Evaluation

The LiveWell Colorado Transition Team

Co-chaired by Lt. Governor Barbara O'Brien and Dr. Ned Calonge, Chief Medical Officer for the Colorado Department of Public Health and Environment, a transition team has been assembled to provide developmental oversight, strategic direction and political stewardship to LiveWell Colorado.

Current members include: Thomas G. Currigan, Senior Director of Community and Local Government Relations for Kaiser Permanente's Colorado region; Anne Warhover, President and Chief Executive Officer of The Colorado Health Foundation; James O. Hill, PhD, Director, University of Colorado Health Sciences Center for Human Nutrition; Khanh Nguyen, JD, Senior Program Officer, The Colorado Health Foundation; and Rachel Oys, JD, MPP, Transition Consultant, LiveWell Colorado.

At its first monthly meeting, February 25, 2008, the transition team began a process of:

- Reviewing, refining and agreeing on outcomes and guiding principles
- Identifying LiveWell Colorado's unique contribution and methods to engage partners
- Identifying characteristics of potential board members.

The next meeting is scheduled for April 2, 2008. Agenda items include refining vision and mission statements and beginning to identify key focus areas for LiveWell Colorado's work.

Strategic Planning

An RFP was posted Monday, March 11, 2008, to secure strategic planning facilitation services. Proposals will be accepted through March 21.

The strategic planning process will provide clarity and structure to operations of LiveWell Colorado and identify key leverage points, roles and areas of emphasis to be targeted in Colorado to achieve overweight and obesity reductions goals. The selected strategic planning consultant and will be announced in the next installment of the LiveWell Colorado Times.

Social Marketing

Campaign Development

Sukle Advertising and Design has been chosen to develop a comprehensive social marketing campaign plan for LiveWell Colorado. Sukle was selected by a panel of representatives from LiveWell Colorado sponsor organizations and community staff from 13 responses to a competitive RFP for media services that was issued in December 2007.

Sukle brings an extensive background in social marketing and exceptional creative executions to LiveWell Colorado. Its recent work includes the development and implementation of Denver Water's "Use Only What You Need" campaign.

Sukle is currently initiating the research phase of the campaign planning process. Regular updates on the social marketing plan will be provided in future editions of the LiveWell Colorado Times.

More to Come

Please keep an eye out for the March 31st issue of the LiveWell Colorado Times, which will provide information about how to subscribe to this e-letter and how to participate in monthly "Q & A" conference calls designed to ensure that all stakeholder questions and concerns are addressed in a timely and transparent manner.

Future editions of the LiveWell Colorado Times will also feature updates on the following:

- Transition team activities
- Board member selection
- Non-profit establishment progress
- Strategic planning
- Contractor selection
- National convergence initiatives
- Social marketing plan development
- Other LiveWell Colorado happenings

Eat better. Move more.
