



## LiveWell Colorado Convergence

“Creating a whole, the sum of which is greater than the parts.”

### Compelling Vision

Colorado is positioned to be a leader in public and private partnerships that effectively address obesity prevention and reduction goals through the development and implementation of policies, programs and environmental strategies.

### Clear and Elevating Goal

To establish a new, not-for-profit entity that 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.

This entity will oversee statewide strategy and coordination of healthy eating and active living initiatives by converging public, private, nonprofit, 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.

These goals will be accomplished by:

- 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 throughout Colorado and nationwide; and
- Representing Colorado in national obesity convergence initiatives, including the Healthy Eating, Active Living Convergence Project.

## Guiding Principles

LiveWell Colorado’s convergence effort is rooted in the following guiding principles:

- Transparency and accountability;
- Synergy across strategies and activities;
- Evidence-based approaches, models and programming;
- Sustainable and measurable results;
- Building upon existing programs by overlaying strategy, coordination and evaluation;
- Integration of environmental, policy and market changes with interventions targeting individual behavior change.

## Background

Numerous opportunities exist within the state to streamline efforts in the area of obesity prevention. Myriad organizations and agencies with commitments to obesity prevention are interested in participating in the convergence initiative and seeing their efforts make a significant difference to the health of Coloradoans. The keys to success will be to engage effective and influential political leadership, develop focused goals guiding statewide collaboration and provide integrated resources for implementation.

With Governor Ritter’s and Lieutenant Governor O’Brien’s leadership, commitment and vision, Colorado is uniquely positioned to be a leader among states in obesity prevention. The time is right to launch a statewide effort to take the lead in obesity prevention policies and programs and contribute the achievement of goals outlined in The Colorado Promise.

While much is happening in Colorado to address obesity there is little coordination or linkage between programs and investment. This lessens public health impact, discourages sustainable investment, creates duplication and increases significantly the cumulative cost of addressing the issue. Colorado has an opportunity to make a major impact on public health and, in doing so, create a national model that will guide efforts in other states. Resources, passion, investment, state and local leadership and community resources are aligned in a way that makes this an ideal opportunity for the state. Taking advantage of this opportunity and successfully improving healthy eating and active living behaviors will lower the risk of chronic diseases, including heart disease, diabetes and others that are primary drivers of health care costs.

In January 2007, The Colorado Health Foundation, the Colorado Department of Public Health and Environment (CDPHE) and Kaiser Permanente, launched a collaborative initiative – LiveWell Colorado – to reduce duplicative fundraising, administration and evaluation efforts throughout the state. Due to initial successes, Kaiser Permanente has increased its support and funding to establish LiveWell Colorado as a unique non-profit entity to serve as Colorado’s central organization charged with enhancing communication, coordination and collaboration among obesity prevention initiatives throughout the state.

## **Impact on Community Initiatives**

Core to Colorado’s success will be its ability to coordinate strategy and programming across all stakeholder groups. This means, in part, mobilizing around a shared vision, which in turn will mean aligning efforts around statewide objectives. Focusing efforts around key, evidence-based strategies may mean ending some activities and engaging in others, but the “net” opportunity for organizations in the field will be significantly greater. This is an opportunity for all sectors, including community agencies, to participate in work that will shape the public health landscape for years to come in Colorado. Similar to the Denver’s Road Home model, investment from all sectors will be pooled and then redistributed, primarily through grants, based on specific strategies that guide statewide efforts. Total funding

earmarked for obesity prevention will likely increase significantly, which will lead to greater opportunities for nonprofit agencies to receive funding for work aligned with the statewide plan.

## **Immediate Next Steps**

The LiveWell Colorado Transition Team has been established to provide developmental oversight and political stewardship. Preliminary work is being carried out by a team of business, foundation, public health and government leaders, chaired by Lt. Governor Barbara O’Brien and co-chaired by Dr. Ned Calonge, medical director for the Colorado Department of Public Health and Environment.

Transition team roles include: establishing the organization; developing articles, by-laws, board resolutions and policies and procedures; clearly defining the organization’s mission and purpose; nominating a board of directors; ensuring effective organizational strategic planning; securing adequate resources; determining and monitoring the organization’s programs and services; enhancing the organization’s public image; and assessing performance.

Due diligence and other preliminary work is expected to take seven to nine months, after which the new entity will be officially launched.