

<b>Overview</b>	Kaiser Permanente (KP) supports innovative efforts to bring nutritious foods and safe, physical activity to local schools, workplaces, and neighborhood.
<b>Primary Goal/Mission</b>	Kaiser supports policies and environmental changes that promote healthy eating and active living (HEAL), as well as community economic development, environmental sustainability, and neighborhood safety—key factors in promoting healthy communities.
<b>Programs/ Campaigns</b>	
<ul style="list-style-type: none"> <li>• Primary sponsor or co-funder of over 40 community health initiatives across the United States as part of their Healthy Eating/Active Living program.</li> <li>• In 2006 KP co-founded the Convergence Partnership with the aim of strengthening and accelerating collaborative efforts among practitioners, policy makers, funders, and advocates from different fields. The partnership provides financial assistance, through leadership, and coordination needed to support community partners in creating environments that encourage healthy eating and active living.</li> <li>• KP Thriving Schools program</li> </ul> <p>Other focus areas:</p> <ul style="list-style-type: none"> <li>• Delivering healthy food (supporting creation of farmer’s markets and encouraging convenience stores to carry fruits and vegetables)</li> <li>• Encouraging residents to get active (establish walking and biking trails, as well as “safe routes to school” program)</li> <li>• Making schools healthier (improve physical activity programs, healthier vending machines and cafeterias)</li> <li>• Guiding local government land use and transportation policies that support community health</li> <li>• Creating healthy work environments</li> <li>• Providing grants to food banks, food pantries, and soup kitchens to improve nutritional quality of food they distribute</li> </ul>	
<b>Impact</b>	
<p>Excellent evidence base and evaluation metrics for success of HEAL. KP has a Community Health Initiatives Evaluation team that uses tools such as surveys, interviews, storytelling, and photography to gather data that helps to inform the work of HEAL collaboratives. <a href="http://share.kaiserpermanente.org/article/evaluation-and-learning/">http://share.kaiserpermanente.org/article/evaluation-and-learning/</a></p> <p>Some of the findings include:</p> <ul style="list-style-type: none"> <li>• 510 distinct community change strategies were being implemented (e.g., school and worksite wellness policies, body mass index screenings in community clinics, creating community gardens that supply local food pantries with fresh fruit and vegetables, and improving infrastructure to promote walking and biking to school)</li> <li>• 500,000 people affected through community-based interventions in neighborhoods, worksites, and health clinics and another 148,000 children through school-based interventions</li> <li>• 59% of strategies are focused on neighborhoods (e.g., refurbishment of parks, grocery-store improvement), 21% on schools (e.g., cafeteria reforms), 11% on workplaces (e.g., campaigns to promote stairwell use), and 9% on the health sector (e.g., body mass index screenings)</li> <li>• <a href="http://share.kaiserpermanente.org/article/healing-communities-measuring-the-impact-of-community-interventions/">http://share.kaiserpermanente.org/article/healing-communities-measuring-the-impact-of-community-interventions/</a></li> </ul>	
<b>Partial List of Reports &amp; Case Studies</b>	
<ul style="list-style-type: none"> <li>• Community Health Initiatives Fact Sheet <a href="http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/CHI-Overview-10152011_FINAL.pdf">http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/CHI-Overview-10152011_FINAL.pdf</a></li> <li>• HEALing Communities Support from All Sides <a href="http://share.kaiserpermanente.org/article/healing-communities-support-from-all-sides/">http://share.kaiserpermanente.org/article/healing-communities-support-from-all-sides/</a> (includes video clip)</li> </ul>	

- Community Health Initiative Interim Report
- [http://share.kaiserpermanente.org/media\\_assets/pdf/communitybenefit/assets/pdf/our\\_work/global/chi/CHI%20Interim%20Report%20FINAL%203-6-09.pdf](http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/CHI%20Interim%20Report%20FINAL%203-6-09.pdf)
- Northern California HEAL-CHI Initiative Summary
- [http://share.kaiserpermanente.org/media\\_assets/pdf/communitybenefit/assets/pdf/our\\_work/global/chi/HEAL-CHI%20overall%20results%20summary%2011-14-11.pdf](http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/HEAL-CHI%20overall%20results%20summary%2011-14-11.pdf)
- Commerce City Summary Case Study
- [http://share.kaiserpermanente.org/media\\_assets/pdf/communitybenefit/assets/pdf/our\\_work/global/chi/LW%20Commerce%20City%20Final%20Summary%20Report\\_CCHE\\_2012.pdf](http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/LW%20Commerce%20City%20Final%20Summary%20Report_CCHE_2012.pdf)
- Park Hill Summary Case Study
- [http://share.kaiserpermanente.org/media\\_assets/pdf/communitybenefit/assets/pdf/our\\_work/global/chi/LW%20Park%20Hill%20Final%20Summary%20Report\\_CCHE\\_2012.pdf](http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/LW%20Park%20Hill%20Final%20Summary%20Report_CCHE_2012.pdf)
- Richmond Summary Case Study
- [http://share.kaiserpermanente.org/media\\_assets/pdf/communitybenefit/assets/pdf/our\\_work/global/chi/Richmond\\_HEAL-CHI\\_SummaryReport\\_2006-2010\\_final\\_6-20-11.pdf](http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/Richmond_HEAL-CHI_SummaryReport_2006-2010_final_6-20-11.pdf)
- Modesto Summary Case Study
- [http://share.kaiserpermanente.org/media\\_assets/pdf/communitybenefit/assets/pdf/our\\_work/global/chi/Modesto\\_HEAL-CHI\\_SummaryReport\\_2006-2010\\_final\\_6-21-11.pdf](http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/Modesto_HEAL-CHI_SummaryReport_2006-2010_final_6-21-11.pdf)
- Denver Urban Gardens Case Study
- [http://share.kaiserpermanente.org/media\\_assets/pdf/communitybenefit/assets/pdf/our\\_work/global/chi/CHI%20Case%20Study%20Draft%20DUG%2002-28-11.pdf](http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/CHI%20Case%20Study%20Draft%20DUG%2002-28-11.pdf)
- HEALing Communities: Spotlighting Transformation in Santa Rosa, Calif (includes video clip)
- <http://share.kaiserpermanente.org/article/healing-communities-spotlighting-transformation-in-santa-rosa-calif/>
- Santa Rosa Summary Report
- [http://share.kaiserpermanente.org/media\\_assets/pdf/communitybenefit/assets/pdf/our\\_work/global/chi/SantaRosaHEAL-CHI\\_SummaryReport\\_2006-2010\\_final\\_6-22-11.pdf](http://share.kaiserpermanente.org/media_assets/pdf/communitybenefit/assets/pdf/our_work/global/chi/SantaRosaHEAL-CHI_SummaryReport_2006-2010_final_6-22-11.pdf)
- HEALing Communities: Creating a Safe Haven in Denver (includes video clip)
- <http://share.kaiserpermanente.org/article/healing-communities-creating-a-safe-haven-in-denver/>
- HEALing Communities: Building Wellness Zones in the Port Towns of Maryland (includes video clip)
- <http://share.kaiserpermanente.org/article/healing-communities-building-wellness-zones-in-the-port-towns-of-maryland/>
- California HEAL
- <http://www.healcitiescampaign.org/>

#### **Partial List of Peer Reviewed Publications**

- Baxter, RJ. "Making better use of the policies and funding we already have." Prev Chronic Disease. Sep 2010
- Cheadle A, Schwartz PM, Rauzon S, Bourcier E, Senter S, Spring R, ["Using the Concept of Population Dose in Planning and Evaluating Community-level Obesity Prevention Initiatives"](http://share.kaiserpermanente.org/article/healing-communities-spotlighting-transformation-in-santa-rosa-calif/) Am J of Evaluation 2012
- Cheadle A, Schwartz PM, Rauzon S, Beery WL, Gee S, Solomon L. [The Kaiser Permanente Community Health Initiative: Overview and Evaluation Design.](http://share.kaiserpermanente.org/article/healing-communities-spotlighting-transformation-in-santa-rosa-calif/) Am J Public Health 2010 100: 2111-2113.
- Cheadle A, Samuels S, Rauzon S, Yoshida SC, Schwartz PM, Boyle M, Beery WL, Craypo L, Solomon L. [Approaches to Measuring the Extent and Impact of Environmental Change in Three California Community-Level Obesity Prevention Initiatives](http://share.kaiserpermanente.org/article/healing-communities-spotlighting-transformation-in-santa-rosa-calif/) Am J Public Health 2010 100: 2129-2136.
- Cheadle A, Schwartz PM, Edmiston J, Johnson S, Davis L. Engaging Youth in Learning About Healthy Eating and Active Living: Evaluation Results from Kaiser Permanente's Educational Theatre Programs. J Nut Educ and Behavior.
- Cheadle et al., "A qualitative exploration of alternative strategies for building community health partnerships: collaboration—versus issue-oriented approaches." Journal of Urban Health. Oct 2005.
- Cheadle A, Schwartz PM, Rauzon S, Beery WL, Gee S, Solomon L. The Kaiser Permanente Community Health Initiative: Overview and Evaluation Design. Am J Public Health 2010 100: 2111-2113. [Presents the design

framework KP uses for their place-based Community Health Initiatives, with findings from Northern California sites]

- Cheadle A, Samuels S, Rauzon S, Yoshida SC, Schwartz PM, Boyle M, Beery WL, Craypo L, Solomon L. Approaches to Measuring the Extent and Impact of Environmental Change in Three California Community-Level Obesity Prevention Initiatives Am J Public Health 2010 100: 2129-2136. [Presents methodology with findings from Northern California sites.]
- 2010 Summary of Evaluation Approach [Highlights the overarching strategy and design framework for 40+ collaboratives with results for 26 sites across California and Colorado]
- Crompton D, Cheadle A, Solomon L, Maring P, Wong E. Kaiser Permanente’s farmers market program: Description, impact, and lessons learned. Forthcoming in Journal of Agriculture, Food Systems, and Community Development (2011-0321).
- Cohen et al., “Discretionary calorie intake a priority for obesity prevention: results of rapid participatory approaches in low-income US communities.” American Journal of Public Health Jan 2010.
- Dietz, et al., “Health Plans’ Role In Preventing Overweight In Children And Adolescents,” Health Affairs. Mar/Apr 2007.
- King et al., “Reaiming RE-REAIM: Using the Model to Plan, Implement, and Evaluate the Effects of Environmental Change Approaches to Enhancing Population Health.” American Journal of Public Health. Oct 2010.
- Koplan et al., “Progress in Preventing Childhood Obesity: How Do We Measure Up?” Institute of Medicine. 2007.
- Koplan et al., “Preventing Childhood Obesity: Health in the Balance.” Institute of Medicine. 2005.
- Kramer L, Schwartz P, Cheadle A, Borton JE, Wright M, Chase C, Lindley C. Promoting policy and environmental change using Photovoice in the Kaiser Permanente Community Health Initiative. Health Promot Pract 2010; 11(3): 332-339
- Ross, RK, Baxter, RJ, et al, [“Community Approaches to Preventing Childhood Obesity in California.”](http://share.kaiserpermanente.org/article/evaluation-and-learning/#sthash.eawV9KUz.dpuf) American Journal of Public Health. Vol 20: 11, November 2010. - See more at: <http://share.kaiserpermanente.org/article/evaluation-and-learning/#sthash.eawV9KUz.dpuf>

<b>Social Media Sites</b>	<a href="https://www.facebook.com/kpthrive">https://www.facebook.com/kpthrive</a>
<b>Website and Contact Information</b>	<a href="http://share.kaiserpermanente.org/article/community-health-initiatives-3/">http://share.kaiserpermanente.org/article/community-health-initiatives-3/</a> <a href="http://thrivingschools.kaiserpermanente.org/">http://thrivingschools.kaiserpermanente.org/</a> <a href="mailto:Pamela.M.Schwartz@kp.org">Pamela.M.Schwartz@kp.org</a> <a href="mailto:Peggy.E.Agron@kp.org">Peggy.E.Agron@kp.org</a>