Getting Smarter About Funding Smart Growth: Creating Diverse Funding Partnerships

Terry L. Bazzarre, PhD
Senior Program Officer
Robert Wood Johnson Foundation
tbazzar@rwjf.org

The Robert Wood Johnson Foundation
Mission
To improve the health and health care of all Americans by ...
- Creating social change
- Building the evidence
- Building effective partnerships
- Developing leaders
- Creating effective policy

The Robert Wood Johnson Foundation
- Largest health & health care foundation in the world
- About $9 billion in assets
- Invested $90 million since 2001 to create social change for active living
- Additional investment of $95 million 2005-2009 for prevention of childhood obesity

www.activelivingresearch.org
What's the Problem?

Americans are on the move ... without moving.

www.activelivingresearch.org

What's the Problem?

Physical inactivity associated with:
- increased chronic disease risk
- 200,000 deaths
- increased medical costs: $77 billion/year

www.activelivingresearch.org

What's the Solution?

Create healthy communities that promote active living and healthy eating!
- Build the evidence
- Create partnerships/network
- Promote leadership
- Advocate for effective policies
- Develop and spread models/programs ... that can be adopted and adapted to meet individual community needs

www.activelivingresearch.org
Active Living Programs
An initiative of
The Robert Wood Johnson Foundation

What is Active Living?
A way of life that integrates physical activity into daily routines.

What is an Activity-Friendly Environment?
A place that makes it easy to choose to be physically active, through planned exercise or routine daily activity.
Active Living By Design Staff
Sarah Strunk
Director

Tyler Norris
Chair, National Advisory Committee

Active Living by Design

Early Lessons Learned:
- Multi-disciplinary partnerships can produce significant outcomes in a variety of settings.
- Success in creating environmental and policy solutions may require diverse partners.
- Active Living Healthy Eating initiatives can attract significant investments from funders
- Successful partnerships require facilitative leadership

Active Living by Design Project Communities
Geographic Distribution

Representation from 21 states
Active Living RESEARCH
Investigating policies and environments to support active communities

Why is research important?
Research ...
• Creates knowledge for effective tools, programs and policies
• Makes the news and influences policy
• Helps decision makers allocate resources to improve the public good

Active Living Research Staff
James F. Sallis, Ph.D.
Director
Leslie S. Linton, J.D., M.P.H.
Deputy Director
Kevin Patrick, M.D. M.S.
Senior Advisor
Michael Pratt, M.D. M.P.H.
Senior Advisor
Thomas Schmid, Ph.D., M.P.H.
Senior Advisor
Chad Spoon
Research Coordinator
Amanda Wilson
Research Coordinator
Kate Kraft, Ph.D.
Senior Advisor
Irvin D. Harrison, M.A.
Administrative Coordinator
LeeAnn Adan
Administrative Assistant
Active Living Research
Calls for Proposals
$12.5 million research budget

Round 1: Measurement Studies
Round 2: Environmental & Policy Correlates
Round 3: Understudied Populations & Impacts of Change
Round 4: Case Studies
Round 5: Evaluating Policy Change in Schools & Communities
Round 6: Environmental Correlates of Physical Activity

For More Information

- Annual Conference: Feb 16-18, 2006
  Coronado, California
- Grant Opportunities
- News
- Resources
- Technical Assistance
- FAQ's

Active Living Research
Mission

Support research to learn how we can [re-] design communities, parks, and buildings that make it easier for children and families to lead active lives.
Active Living Research

Goals

- Establish a strong research base
- Build a transdisciplinary field of researchers
- Inform policy change

Physical Activity & the Built Environment:
What the Research Tells Us

Research Summaries
Access to facilities

- People living in areas without many public outdoor recreation facilities were more likely to be overweight. 
  Catlin, T.K., Am. J. of Health Promotion 2003
- The closer people lived to a bikeway, the more likely they were to use it. 
  Troped, P.J. Preventive Medicine 2001

Access to facilities helps people be more active!

Residents meeting recommended activity levels:

<table>
<thead>
<tr>
<th>Safe places to walk within ten minutes of home</th>
<th>43%</th>
</tr>
</thead>
<tbody>
<tr>
<td>No safe place to walk</td>
<td>27%</td>
</tr>
</tbody>
</table>

Walkable neighborhoods ...
Make a difference!

Residents in highly walkable neighborhoods engaged in
70 more minutes/week of moderate and vigorous physical activity than residents in a low-walkability neighborhoods.
Proximity
People are more likely to commute to work on foot or via bicycle if they:
- live in a city center;
- live close to a non-residential building;
- live very close to a grocery or drug store; and
- have good access to public transportation.

Cervero, R. Transportation Research Record 2001

Walkable neighborhoods have a positive impact on health
On average, walkable neighborhoods encourage 15-30 extra minutes of walking per week... enough to lose a pound a year.

Saelens, B.E. Annals of Behavioral Medicine 2003
Next: Food environments and children
Successful efforts to prevent obesity in kids:
- Address both sides of energy balance
- Policy and environmental solutions more likely to have greater population impact
- Increase access to healthy lower calorie foods – e.g., Farmers markets, farm to school programs, school and community gardens
- Promote partnerships – e.g., Healthy Eating Active Living Convergence Project with Kellogg Foundation and Kaiser Permanente

Successful Grantmaking Tips
- Contact a program officer
- Do a reality check
- Use best available data
- Tell a compelling story
- Describe logic model
- Demonstrate potential impact (evidence, policies)
- Emphasize experience – strength of existing partnerships
- Acknowledge weaknesses
- Emphasize sustainability
- Make the case for an important partnership(s)
- Address health disparities, underserved populations