

Getting Smarter About Funding Smart Growth: Creating Diverse Funding Partnerships

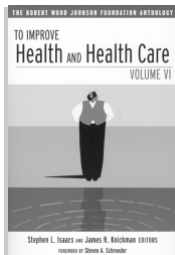


Terry L. Bazzarre, PhD
Senior Program Officer
Robert Wood Johnson Foundation
tbazzar@rwjf.org



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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*



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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



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What's the Problem?

Americans are on the move ... *without moving.*



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What's the Problem?

Physical inactivity associated with:

- increased chronic disease risk
- 200,000 deaths
- increased medical costs: \$77 billion/ year



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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



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Active Living Programs

An initiative of
The Robert Wood Johnson Foundation



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What is Active Living?

A way of life that integrates physical activity into daily routines.



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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.



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Grantmaking Framework

Creating Active Friendly Communities

<p>Building the Evidence</p> <p style="text-align: center;">↓</p> <p>National Program</p> <p><i>Active Living Research</i></p> <p>Ad Hoc Research</p> <ul style="list-style-type: none"> ▪ Community Indicators ▪ Prevention Centers ▪ Design and Obesity ▪ Planning Reports (APA) ▪ Walk your Kids to School Evaluation 	<p>Creating Models and Increasing Delivery Capacity</p> <p style="text-align: center;">↓</p> <p>National Programs</p> <ul style="list-style-type: none"> ▪ Active Living by Design ▪ Active for Life <p>Ad Hoc Projects</p> <ul style="list-style-type: none"> ▪ Pilot Programs ▪ Active Living Resource Center ▪ Tools Development 	<p>Creating Demand</p> <p style="text-align: center;">↓</p> <p>National Programs</p> <ul style="list-style-type: none"> ▪ Active Living Network ▪ Active Living Leadership <p>Ad Hoc Projects</p> <ul style="list-style-type: none"> ▪ Funders Network for Smart Growth ▪ Health Fellows-RTC ▪ Youth Leadership-LGC ▪ Convening-Design, Transportation, Private Sector ▪ America's Walking
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Field Building

Cultivating New Relationships

- Architecture
- Environment & Behavior
- Geography
- Landscape Architecture
- Parks & Recreation
- Planning
- Transportation
- Advocates
- Policy Makers



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An Active Living Program supported by The Robert Wood Johnson Foundation and administered by San Diego State University.

Active Living By Design





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Active Living By Design Staff

Sarah Strunk
Director

Tyler Norris
Chair, National Advisory Committee

Rich Bell
Program Officer

Helen Mahan
Program Officer

Kate Kraft, Ph.D.
Senior Advisor

Phil Bohrs
Program Officer

Joanne Lee
Healthy Eating by Design



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Active Living by Design

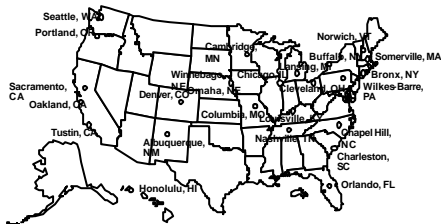
Early Lessons Learned:

- 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



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Active Living by Design Project Communities Geographic Distribution



Representation from 21 states



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Active Living RESEARCH

Investigating policies and environments to support active communities



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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



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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

Chad Spoon
Research Coordinator

Kate Kraft, Ph.D.
Senior Advisor

Michael Pratt, M.D. M.P.H.
Senior Advisor

Amanda Wilson
Research Coordinator

Irvin D. Harrison, M.A.
Administrative Coordinator

Thomas Schmid, Ph.D., M.P.H.
Senior Advisor

LeeAnn Adan
Administrative Assistant



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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



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For More Information

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

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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.



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Active Living Research Goals

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



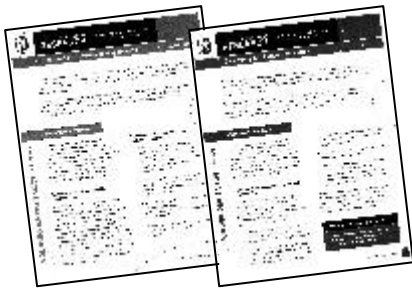
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Physical Activity & the Built Environment: *What the Research Tells Us*



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Research Summaries



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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.

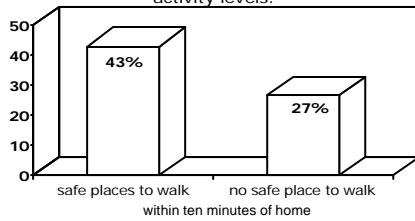
Troped, P.J. Preventive Medicine 2001



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Access to facilities helps people be more active!

Residents meeting recommended activity levels:



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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.



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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



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Walkable neighborhoods have a positive impact on health

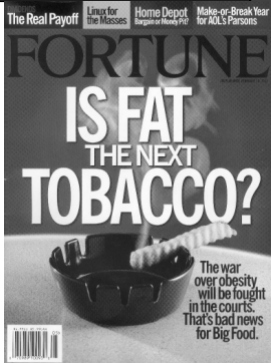
On average, walkable neighborhoods encourage 15-30 extra minutes of walking per week... *enough to lose a pound a year.*



Saelens, B.E. *Annals of Behavioral Medicine* 2003



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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



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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



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