

# GROWING A MOVEMENT

## Local Partnerships Inspire Healthier Communities

The Robert Wood Johnson Foundation established *Healthy Kids, Healthy Communities* (HKHC) in 2008 with a \$33.4 million investment to reduce childhood obesity by supporting partnerships and initiatives in 49 communities across the country. HKHC focused on reaching children at greatest risk for obesity, based on

race/ethnicity, income and/or geographic location. This infographic provides a high-level overview of the grantees' collective work. To learn more about common themes and successes, challenges and unexpected outcomes, please see *Growing a Movement: Healthy Kids, Healthy Communities Final Report*.

### HEALTHY KIDS, HEALTHY COMMUNITIES GRANTEES



**49**  
**COMMUNITIES**  
*urban, suburban & rural*

**28**  
**STATES, DC & PUERTO RICO**

**14**  
**SOUTHERN STATES**  
*at greatest risk for obesity*

**26**  
**PARTNERSHIPS**  
*sustained their structure*

### ACHIEVING CHANGE WITH & WITHIN COMMUNITIES

**444**  
**LOCAL FOOD**  
*changes in 39 communities*



**167**  
**PARKS & RECREATION**  
*changes in 28 communities*



**949**  
**CHILD CARE**  
*changes in 13 communities*



**353**  
**ACTIVE TRANSPORTATION**  
*changes in 39 communities*



**129**  
**HEALTHY FOOD RETAIL**  
*changes in 21 communities*

**ALL TOGETHER:**  
**2,183**  
**POLICY & ENVIRONMENTAL**  
*changes to prevent childhood obesity*

*To explore a more detailed breakdown of the numbers, read the full report.*

### BUILDING A BETTER TOMORROW

#### CREATING A LASTING IMPACT



Although communities represented a wide range of contexts, the HKHC model proved to be a robust approach to help achieve changes in healthy eating and active living.

— from *Growing a Movement* —

#### DISCOVERING KEY LESSONS

- 1**  
*Partner Collaboration was Critical for Success*
- 2**  
*Connections to the Larger Movement Enhanced Local Action*
- 3**  
*Engaging the Community Drove Action and Equity*
- 4**  
*Policy & Environmental Change was Critical to Building a Culture of Health*

#### EXCEEDING EXPECTATIONS



Grantees were required to provide a **50% match**.  
Despite the recession, they generated  
**\$140 MILLION**  
—which was  
**more than four times**  
the initial \$33.4 million investment.