



**2017**

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**ACTIVE LIVING BY DESIGN**

# **Annual Report**

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**Your strategic partner in  
community-led health**

# A Deeper Approach to Community Health

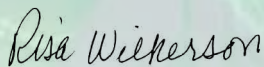
**Throughout 2017, national conversations about the Black Lives Matter, #MeToo, and gun control movements clearly conveyed that our collective approach to creating healthy communities must make a significant shift—that the status quo is not enough.**

Thankfully, the common definition of health is no longer merely the absence of disease. Foundations, public health experts, and community leaders are lifting the importance of factors like education, income, transportation, and housing as critical to health. And our field is recognizing the importance of shifting power to grassroots leaders in the places where they live, learn, work, and play.

To support this deeper approach to community-led change, in 2017 our team re-examined our vision, mission, and values, and developed a strategic framework. Our new vision is a nation of healthy, equitable communities where everyone reaches their full potential. In pursuit of that vision, we supported

local leaders as they improved housing conditions, community-clinic connections, resident engagement, community safety, and restorative justice strategies in addition to environments that support healthy eating and active living. These strategies incorporated processes to advance equity, such as using layered maps with nuanced data and shifting power to residents.

The investments we make in community health today will impact lives for generations to come. There's no time to waste. We must be intentional about addressing the social determinants of health as well as structural racism and historical disinvestments in vulnerable communities. By design, and together with others, we can ensure health and well-being for all. The need is urgent. And the possibilities are endless.

A handwritten signature in dark ink, reading "Risa Wilkerson". The signature is fluid and cursive, with the first name "Risa" being more prominent than the last name "Wilkerson".

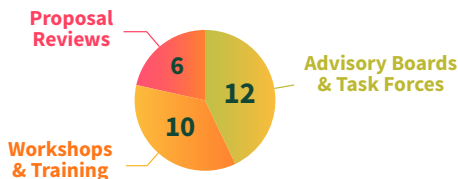
**Risa Wilkerson, Executive Director**  
Active Living By Design

# Support Provided In 2017

## PRIMARY SERVICES



## OTHER SERVICES



## GEOGRAPHIC FOCUS



NATIONAL PROJECTS



STATE  
PROJECTS



LOCAL/REGIONAL  
PROJECTS

# Our Team



**Casey Allred, BS**  
*Operations Manager*

Event planner extraordinaire with southern hospitality and charm



**Richard Bell, MCP**  
*Senior Project Officer*

Student of systems change and advocate of the small, slow, and connected



**Philip Bors, MPH**  
*Technical Assistance Director*

Recovering advisory board member, weeknight advocate, and active weekender



**Katria Farmer**  
*Communications Intern*

Student by day, crowbar-wielding superhero by night, tea drinker by teatime



**Sydney Jones, MSPH**  
*Evaluation Associate*

Sprouting gardener and equity-driven epidemiologist



**Joanne Lee, MPH, RD**  
*Collaborative Learning Director*

Adventurous strategist, cross-cultural explorer, and human and animal welfare champion



**Sarah Moore, March**  
*Communications & Marketing Manager*

Eclectic creative and plant lady with incurable wanderlust



**Tim Schwantes, MSW, MPH**  
*Project Officer*

Life-long learner, connector, listener, privilege-checker, and triathlete



**Danielle Sherman, MPH**  
*Project Manager*

Community advocate, planning superstar, and work-life balancer



**Sarah Strunk, MHA**  
*Strategic Advisor*

Healthy communities networker, integrator, and distance runner on the go



**Risa Wilkerson, MA**  
*Executive Director*

Action-driven optimist, abundance thinker, simplicity-seeker, and weekend wanderer

# Advisory Board



**Darrin Anderson, Sr., PhD, MS**

**State Deputy Director**, New Jersey Partnership  
for Healthy Kids and **Associate Executive  
Director**, New Jersey YMCA State Alliance



**Niiobli Armah IV, MA**  
*Board Chair*

**Strategist**  
Bloomberg Associates



**Geni Eng, MPH, DrPH**

**Professor of Health Behavior**  
Gillings School of Global Public Health,  
UNC Chapel Hill



**Kate Kraft, PhD**  
**Executive Director**  
America Walks



**Allen Smart**  
**Rural Philanthropic Strategist**

## External Advisors



**Chuck Alexander, MA**  
**Principal and Director**  
Public Health Team, Burness



**Jamie Bussel, MPH**  
**Senior Program Officer**  
Robert Wood Johnson Foundation



**Josh Sattely, JD**  
**Compliance and Legal Affairs Specialist**  
TSNE MissionWorks

# Alamance Wellness Collaborative

## IMPACT ALAMANCE

Active Living By Design is co-facilitating a county-level group, the Alamance Wellness Collaborative, to support built environment changes that will increase opportunities for residents to achieve their full health potential. In partnership with Impact Alamance and Healthy Alamance, our organization supports Collaborative members as they share examples, discuss funding opportunities, create health-promoting policies, and implement infrastructure changes.


In 2017, we facilitated a built environment candidate forum, hosted by Healthy Alamance, which asked candidates running for local office to share their view of how built environments can improve health. We also organized two county-wide field trips that allowed Collaborative members and elected officials to learn together and witness the Collaborative's impact in municipalities. And building from the previous year's work, the Collaborative hosted the second annual Wellness Summit. Active Living By Design led breakout sessions and identified a speaker who would resonate with the various stakeholders in the room. Today, Collaborative members continue to learn from each other and build capacity and understanding for what it takes to create sustainable community change. The infrastructure and policy changes made since its inception will benefit the community for years to come.



**10**  
COMMUNITIES SUPPORTED

**“The Active Living By Design team members are experts in leading change around building healthy environments. They have experience in working with communities to develop strategy, obtain feedback, convene leaders, and advocate for change that will result in a healthier place to live.”**

**Marcy Green, Program Director**  
Impact Alamance

FEATURED PROJECT | LOCAL 



# Community-Centered Health

## BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA FOUNDATION

The Blue Cross and Blue Shield of North Carolina Foundation is working to increase community-centered health in the state, with the ultimate goals of reducing disparities and improving population health. In partnership with Care Share Health Alliance, Active Living By Design has provided technical assistance and strategic guidance to the Foundation and its grantees since 2014.

One key success of this initiative has been the development of reflective partnerships that actively and authentically engage residents and communities. Through coaching to the Foundation's staff and core partners, our organization helped build a collective understanding of the importance of this essential practice. As a result, resident engagement has expanded dramatically. When the initiative began, a few community residents were involved. Now there are dozens. And safety-net health providers, with the support of our technical assistance, have directly experienced the process of community-led planning. They are now asking, "How can we better connect our staff to the community? How can we spend more time understanding the lives of our patients and the environments they live in?"

**"Your leadership has brought fresh eyes and a renewed sense of direction which has been appreciated. Active Living By Design unquestionably supported the communities and their success through your intentionality with community engagement. This reflected your values in equity and collaboration and has had a huge impact on the individual grantees as well as our strategies."**

**Katie Eyes, Program Officer**  
Blue Cross and Blue Shield of North  
Carolina Foundation

# Dan River Region Health Collaborative

## DANVILLE REGIONAL FOUNDATION

To address a lack of access to opportunities to be physically active, a group of passionate, multi-sector community leaders convened the Health Collaborative to improve health in the Dan River Region. Supported by the Danville Regional Foundation, the Collaborative has a shared vision of wellness driving a framework of sustainable solutions. Active Living By Design has supported the Collaborative's work by identifying evidence-based strategies, promising practices, and innovative models from across the country, as well as through regular planning calls, facilitating Collaborative meetings, and strategic brainstorming.

In the summer of 2017, the Collaborative unveiled the region's first-ever Health Equity Report, which included a series of maps that break down regional, city, and county data to highlight health disparities and the importance of how place influences health behavior and outcomes. Meanwhile, the Foundation focused its yearly summer internship program on Health Collaborative initiatives and engaged our team to train and provide technical assistance to 10 interns. We also co-planned a three-day site visit for Collaborative members for a learning and networking opportunity. As a result of these efforts and others, the Health Collaborative was one of 10 communities across the country to be selected as a Healthiest Cities and Counties Challenge Prize winner.

**“For some, health equity work can be challenging to navigate. With help from Active Living By Design, we identified health equity as a focus area, which included the unveiling of the first-ever Health Equity Report for our region. Active Living By Design had experience working with communities and national experts and could help us better understand this important area. As we begin to focus more heavily on equity, diversity, and inclusion, it is important that all of us, as leaders in the region, walk the talk.”**

**Annie Martinie, Senior Program Officer**  
Danville Regional Foundation



# Healthy Neighborhoods Fund

**NEW YORK STATE HEALTH FOUNDATION** and **NEW YORK COMMUNITY TRUST**

The New York State Health Foundation (NYSHealth) and New York Community Trust (NYCT) launched the Healthy Neighborhoods initiative to address some of the underlying health barriers for New York communities and support them to become healthier places. The initiative seeks to improve access to healthy, affordable food and safe places where residents can be active as well as connect families to programs that support healthy choices.

Active Living By Design led the ongoing development and implementation of the Learning Collaborative by creating community-to-community connections between the sites; planning and facilitating in-person and virtual learning and networking convenings; and helping community partners co-create self-sustained networking activities. Issues related to health equity and community engagement were often featured in the convening agendas and in the Healthy Neighborhoods Roundup e-newsletter. We also provided coaching and technical assistance to the funded partnerships, served as a strategic advisor for NYSHealth and NYCT staff, and supported dissemination activities by sharing lessons learned and highlighting partnerships' successes through the Roundup and Learning Collaborative webpage.

6

**NYSHealth  
SITES**

3

**NYCT  
SITES**

**“Originally, the Foundation thought of Active Living By Design (ALBD) as primarily providing support to the grantees. However, they’ve also provided technical assistance and strategic support to the Foundation. This is a very different initiative and priority area for us, and we’ve benefitted from having ALBD as thought partners in the work.”**



# Roadmaps Action Acceleration and Collaborative Learning

## ROBERT WOOD JOHNSON FOUNDATION

Part of the *County Health Rankings & Roadmaps* (CHR&R) program, Roadmaps Action Acceleration and Collaborative Learning is a partnership between Active Living By Design, the Robert Wood Johnson Foundation, and the University of Wisconsin Population Health Institute (UWPHI). This initiative was designed to advance a Culture of Health through targeted activities and leveraged resources that help communities make effective and lasting change, and builds from previous and current Roadmaps to Health Action Center coaching.

Since 2017, Active Living By Design (ALBD) has integrated its collaborative learning and networking support for community leaders and teams into broader plans for CHR&R webinars and web-based activities. Our organization is playing a key role in planning and facilitating online sessions that enable participants to engage in focused learning, sharing, and brainstorming with leaders and members from other communities. Over the past year, we hosted 18 discussion group sessions covering a range of topics including health equity, partner engagement, adverse childhood experiences (ACEs), economic development, and data sharing.

**“ALBD has helped us be more explicit about equity in our collaborative work. They model the type of collaboration with community leaders and partners that we encourage, lifting up the value of lived experiences to achieve community transformation.”**

**Julie Willems Van Dijk, Director,  
CHR&R and RWJF Culture of Health Prize  
UWPHI**

**ACTION  
ACCELERATION  
SUPPORT**

**26**

**COMMUNITIES**

**COLLABORATIVE  
LEARNING  
SUPPORT**

**11**

**COMMUNITY  
COLLABORATIONS**

**FEATURED PROJECT | NATIONAL**



# Wake County Healthy Community Grant

## JOHN REX ENDOWMENT

In the summer of 2014, John Rex Endowment began the first effort of its kind in Wake County, NC, driven by the belief that municipal governments play an important role in creating healthy and equitable places. The Wake County Healthy Community (WCHC) grant supported municipalities and their partners to improve policies and implement environmental changes to increase access to healthy food and active living opportunities, particularly for vulnerable children and families. Fuquay-Varina, Garner, Knightdale, Morrisville, Raleigh, and Zebulon received funding and technical assistance to support their success.

In 2017, WCHC's final year, Active Living By Design continued to provide one-on-one coaching and technical assistance to each municipality and convene the funded sites as part of an ongoing peer learning network. Our team led collaborative learning and exchange sessions that featured: practical health equity strategies for municipalities; sustaining farmers' markets for greater healthy food access; and highlighting best practices from the six municipalities. A summary evaluation conducted by Active Living By Design indicated that the three-year WCHC grant initiative increased municipal governments' effectiveness, created new policies and official planning documents, and enhanced built environments to support the health of Wake County children and families.




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**MUNICIPALITIES  
SUPPORTED**

**“Active Living By Design’s team sees the big picture and the needed details. They right-fit and right-size their focus and know when it’s best to address vision, purpose, strategy, or logistics. That’s a tremendous asset.”**

**Kate Shirah, Program Director**  
John Rex Endowment

**FEATURED PROJECT | LOCAL** 



## Health Legacy Collaborative Learning Circle

### PATH FOUNDATION

Active Living By Design led the Health Legacy Collaborative Learning Circle, a self-organized network of program staff from four healthcare conversion foundations: PATH Foundation in Warrenton, VA; Danville Regional Foundation in Danville, VA; Interact for Health in Cincinnati, OH; and Paso del Norte Foundation in El Paso, TX. Through this year-long process, which included four site visits and monthly conference calls, Active Living By Design facilitated peer learning, which generated adaptation and replication of programs, policies, and best practices across foundations, as well as professional development and growth among participants.

## Physical Activity Assessment

### NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS

In collaboration with the National Association of Chronic Disease Directors and UNC-Chapel Hill's Department of Epidemiology, Active Living By Design began developing an evidence-based Physical Activity Assessment tool for communities. When completed in 2018, the assessment tool will ultimately be used by local public health and planning professionals and advocates to determine the physical activity friendliness of their communities. The assessment tool, which is funded by the Centers for Disease Control and Prevention, is based on The Community Guide's recommendations for effective built environment interventions, including the local pedestrian and bicycle transportation system and land use policies.



# Strategic Consultation

## MMS EDUCATION

Together with MMS Education, and supported by the Robert Wood Johnson Foundation (RWJF) Global Health Team's Inclusive Healthy Placemaking initiative, this project helped identify ways to leverage RWJF resources and relationships to promote inclusive, healthy placemaking practices. We also partnered with MMS Education to provide additional consulting support for RWJF's Trauma Informed Policies and Practices initiative and the Mobilizing Action for Resilient Communities national summit.

# Strategic Planning Process

## HEALTH BY DESIGN

Active Living By Design facilitated a strategic planning process for Indianapolis, IN-based Health by Design. This led to the development and adoption of a three-year plan to increase the coalition's effectiveness, improve board accountability, and position the organization for long-term sustainability.

# Walkability Action Institute

## NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS

In 2017, Active Living By Design continued to provide planning and facilitation support for a Community of Practice virtual learning network comprising 30 "alumni" multidisciplinary teams of the Walkability Action Institute. Funded by the Centers for Disease Control and Prevention, and coordinated by the National Association of Chronic Disease Directors, each annual Walkability Action Institute brings 10 regional teams together to learn how to create more walkable and equitable communities. Our organization helps regional teams connect with each other, provides content on issues of health equity and community engagement, and identifies recent topics of interest from leaders in the field.







# Thank You!

**for supporting healthy, equitable  
communities where everyone reaches  
their full potential.**

To learn more, visit [www.activelivingbydesign.org](http://www.activelivingbydesign.org),  
email us at [info@activelivingbydesign.org](mailto:info@activelivingbydesign.org),  
or call us at 919-843-2523.