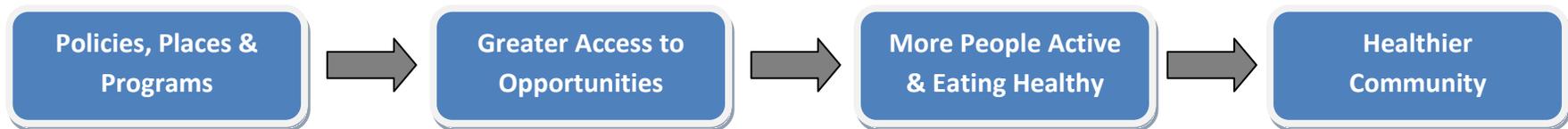


## HEALTHY EATING | ACTIVE LIVING THEORY OF CHANGE

### Theory of Change

The Mary Black Foundation's HE|AL logic model and theory of change was created to help guide the organization's work over the next 15 years. It depicts specific strategies the Foundation is using to create short-term, intermediate, and long-term outcomes that support the organization's mission - to invest in people and communities for improved health, wellness, and success in Spartanburg County.

In 15 years, the Foundation expects that its work to increase **Policies, Places, and Programs** to support Healthy Eating and Active Living will contribute to **greater access** to physical activity and healthy food, resulting in **more people who are physically active and eating healthier**, which will result in a **healthier community** through lower obesity rates and other chronic conditions including diabetes, hypertension, high cholesterol, stroke, heart disease, certain cancers, and arthritis.



### Strategy

The Foundation's strategy is to influence change in Policies, Places, and Programs that will support Healthy Eating | Active Living through four approaches: (1) Grantmaking and Leveraging Resources, (2) Capacity Building and Technical Assistance, (3) Communications and Advocacy, and (4) Strategic Alliances and Convening.

The Foundation's HE|AL efforts are informed by research that demonstrates that where people live, work, and play can have an impact on their health. Adults and children are more likely to lead healthy lifestyles when they live in communities and attend schools that offer convenient access to affordable healthy foods and have safe places to walk, ride a bicycle, and play.

To achieve its short-term, intermediate, and long-term outcomes, the Foundation partners with and invests in nonprofit and governmental organizations that do the following:

- Encourage and advocate for policy and environmental changes that institutionalize healthy environments,
- Support changes to the physical environment to remove barriers to physical activity and healthy eating, and
- Increase awareness of and social support of places and programs that provide opportunities for activity and healthy eating.

## **Disparities**

Research demonstrates that people who live in lower-income and minority neighborhoods are more likely to be overweight or obese than the general population. They also face higher rates of chronic diseases such as diabetes and heart disease. For example, childhood obesity rates are highest among Latino children and African-American girls. In recognition of this data, the Foundation prioritizes efforts that create opportunities for healthy eating and active living in low-income communities and communities of color, in addition to efforts that address childhood obesity.

## **Resources**

The Mary Black Foundation relies on a number of internal and external resources to accomplish its work, including its professional staff, Board of Trustees, financial resources, and partnerships with grantees, partner organizations, and other funding partners.

## **Why Will These Strategies Work?**

Research and public health data from organizations such as the Centers for Disease Control and Prevention, the USDA, the Robert Wood Johnson Foundation, and Eat Smart, Move More South Carolina guide the Foundation's work.

The following reports and toolkits are among the data that also informs the Foundation's strategies:

- “Public Health, Physical Activity and Activity-Friendly Communities: Priorities for a Healthy, Spartanburg,” and “Improving Active Living in Spartanburg County: Report on Progress and Recommendations for the Future,” by James F. Sallis, et al., research papers commissioned by the Mary Black Foundation;
- Convergence Partnership: Guidelines for Funders;
- The Prevention Institute's Healthy Places Coalition;
- National Center for Chronic Disease Prevention and Health Promotion;
- Leadership for Healthy Communities: Action Strategies Toolkit;
- The Spartanburg Community Indicators Project; and
- The Spartanburg County Road to Better Health.

## **Measuring Impact**

It is critical that the Foundation continuously evaluate the effectiveness of its strategies and adjust and refine its approach as needed. Staff will use data, analysis, and consultations with partners and stakeholders to measure progress on specific indicators over time.