

**THE HEALTHY PEOPLE,
HEALTHY PLACES MOVEMENT
IMPLEMENTING EQUITY FOCUSED STRATEGIES
29 JUNE 2010**

**W.K. Kellogg
Foundation
Food &
Community
Program**

Social Determinants of Health

Social determinants of health are the life enhancing resources such as food supply, housing, economic and social relationships, transportation, education, and health care, whose distribution across populations effectively determines length and quality of life.

- James, S. 2002



W.K. Kellogg Foundation Vision

We envision a nation that marshals its resources to assure that all children have an equitable and promising future – a nation in which all children thrive.



W.K. Kellogg Foundation Mission

The W.K. Kellogg Foundation supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society.

Viewing Work Through a Lens of Racial Equity

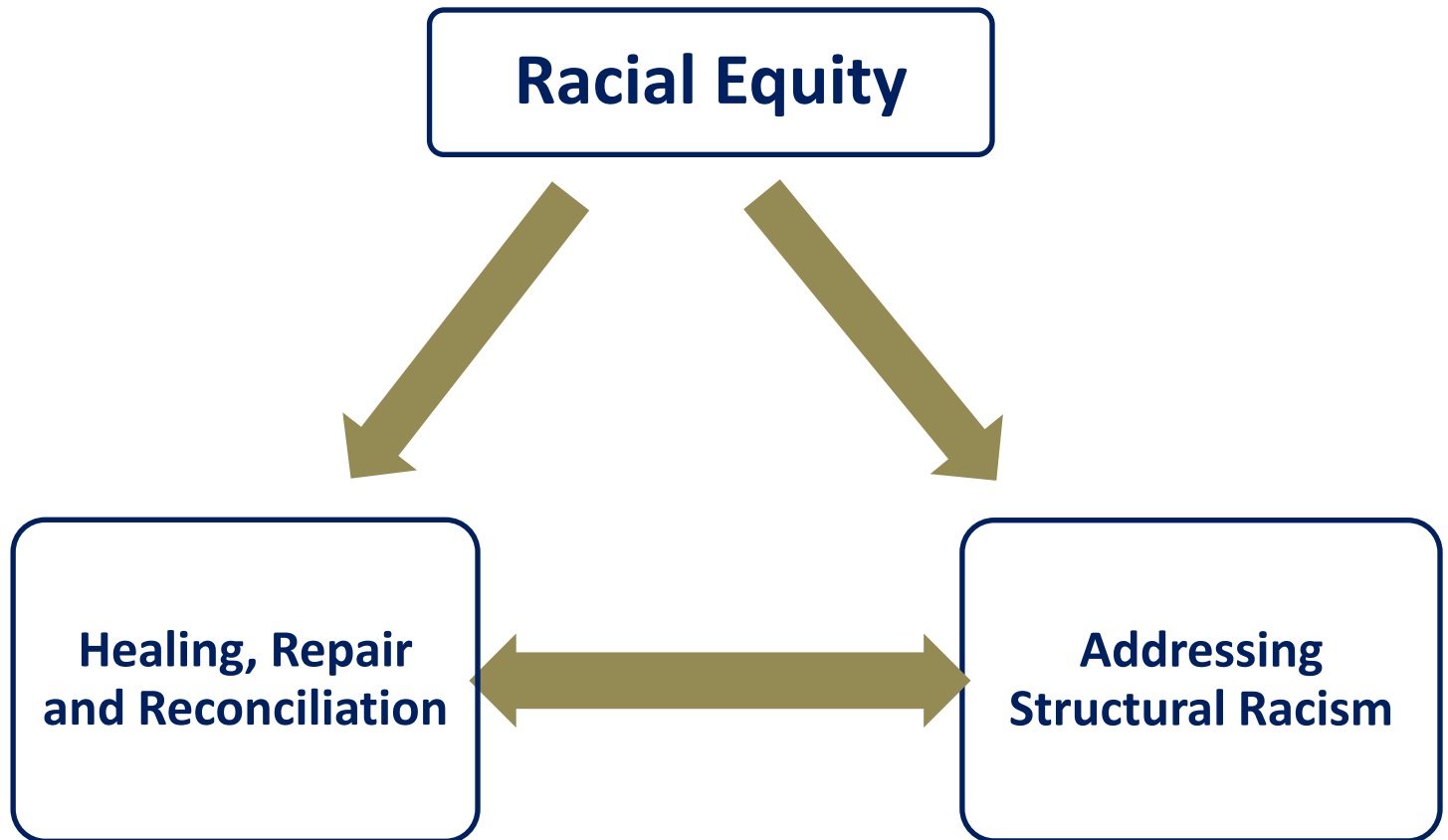
The Kellogg Foundation's racial equity commitment includes both organizational and programmatic efforts.

Services

Systems

Strategy

Racial Equity Strategy





Civic Engagement

We believe in helping communities help themselves. We look for communities with the focus and commitment to face the tough issues that confront vulnerable children. We bring these communities together through convenings that help define local priorities, spotlight community leaders and help mobilize local voices and resources to develop new solutions. We also help create the infrastructure that communities need to move forward. Our grants help build the skills and capacity of local organizations, so they have the vision and tools to make a difference for children and families. And additional investments help focus and leverage the capabilities of local and national nonprofit/philanthropic organizations.

We view our mission through the two perspectives of community engagement and racial equity and partner with those who embrace these ideals.



Racial Equity

We believe that all children should have equal access to opportunity. To make this vision a reality, we channel our grants and resources to help dismantle the structural racism that holds children back. We support initiatives to use emerging technologies and media tools to influence public dialogue about race and racism. We invest in community and national organizations whose innovative and effective programs promote racial justice and foster racial healing. And through action-oriented research and public policy work, we are helping translate insights into new strategies and solutions.

What We Support

Education and Learning

All children are born vulnerable, and they need a communal focus on their education and development to build strong platforms for independence and success. We focus on communities where education outcomes for children are declining, and where children and families need high-quality early intervention to achieve success by 3rd grade and beyond. We are partnering with organizations focused on whole child development, family literacy, innovative educational practices, policy reform and lifelong learning.

Food, Health and Well-Being

Children need nutrition, stimulation, healthy living conditions and access to quality health care—especially during phases of rapid development. We're helping children get a healthy start by funding organizations that improve birth outcomes and first food experiences, create access to healthy foods, educate families about the dimensions of well-being and strengthen the healthcare support system.

The Whole Child.

Family Economic Security

Children who grow up with economic security have a greater chance of success in school and in life. We are breaking the cycle of poverty by investing in organizations that help low-income parents and youth attain quality jobs in the new economy. The innovative programs we support cultivate the work and life skills of single mothers, encourage and enable entrepreneurship and promote postsecondary education and financial independence.



Implementing the Work Through Grantmaking

- Explicit focus on equity and policy and systems change
- Shift from improvement to transformation
- Increase resources to grassroots on-the-ground partners

Implementing the Work Through Grantmaking

- Increase racial and ethnic diversity of leadership
- Support partnerships with structures for shared leadership
- Build capacity to address power dynamics

Successes



Seattle/King County FEEST



Holyoke Food & Fitness Policy Council

Challenges

- Messy work
- Limited resources for community organizing
- Community-based capacity building needed
- Keeping institutions at the table in the midst of shifting power dynamics

Key Learnings

- Time and space is key in building relationships
- Participatory processes lead to policy and system change approaches
- This work is of the heart



Tools to Support the Movement

- *Unnatural Causes . . . Is Inequality Making Us Sick?*
- Health Equity and Social Justice Tool Kit (NACCHO)
- *Engaging the Community in Decision Making: Case Studies Tracking Participation, Voice and Influence*
- ENACT
- Healthy Equity Index

www.foodandcommunity.org

www.americahealing.org

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