

What is Healthy Eating & Active Living (HEAL) at WBF?

advancing the community adoption of HEAL

through

meaningful grantee partnerships • evidence-based initiatives • best practices • policy, systems, and environmental changes • cross-sector collaborative approaches • learning and data-driven practices • Nonprofit Excellence support

Why?

Increasing access to healthy foods and creating new opportunities for residents to be physically active can do more than improve our population's physical health. Co-benefits of supporting healthy eating and active living policy and systems changes include economic and environmental benefits, improvements in community safety, and better mental health.

HIGH LEVEL OUTCOMES

More residents of all ages consume nutritious foods and beverages.

More residents of all ages meet the recommendations for physical activity.

More residents of all ages will maintain a healthy weight.

OUR CURRENT HEAL STRATEGIES WITH EXAMPLES

NUTRITIOUS FOOD & BEVERAGE ACCESS & PROMOTION

Creating policy, systems, and environmental changes that increase opportunities for healthy eating

- Coordinated, sustainable, and equitable food systems and networks that prioritize nutrition
- Availability and improved access to nutritious foods and beverages
- Nutrition education and promotion embedded in coordinated and systemic efforts

PHYSICAL ACTIVITY ACCESS & PROMOTION

Creating policy, systems, and infrastructure changes that increase opportunities for active living.

- Policies and improved built environmental supports
- Infrastructure and built environment to incorporate physical activity into daily life
- Physical education and promotion in coordination with infrastructure improvements

CREATING OPPORTUNITIES FOR HEALTHY CHOICES ACROSS SETTINGS

Implementing sustainable changes and system-wide opportunities in community settings, e.g., churches, schools, workplaces

- Upgrade in Schools (WBF initiative)
- Available and sustainable nutritious foods/beverages and opportunities for physical activity in settings
- Expanded policies and practices promoting HEAL in settings

HEALTHY LIVING

Encouraging individuals to adopt a HEAL lifestyle

- Community awareness through HEAL messaging and education
- Action steps for residents to increase consumption of nutritious foods and beverages, decrease consumption of unhealthy foods and beverages
- Action steps for residents to increase routine physical activity

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