



“The noblest question in the world is what good may I do in it?”

- Benjamin Franklin, Founder of the University of Pennsylvania, Poor Richard's Almanac, 1737

Donor Strategies to Prevent Childhood Obesity: Implications for Measuring Success

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The Center for High Impact Philanthropy
School of Social Policy & Practice | University of Pennsylvania
In collaboration with alumni of the Wharton School

HIGH IMPACT PHILANTHROPY

SOCIAL IMPACT



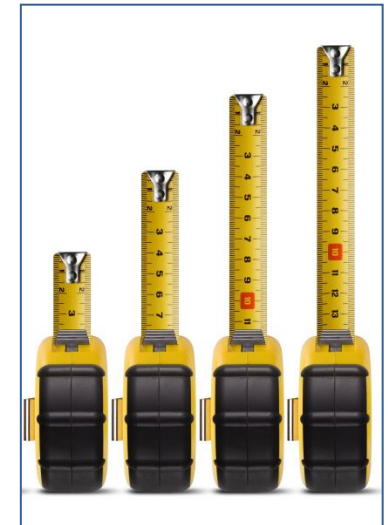
EVIDENCE INFORMED



BANG FOR BUCK



MEASURE & MANAGE



WHAT IS SOCIAL IMPACT?

A meaningful and
positive change in the
lives of others



BROAD, MULTI-DISCIPLINARY VIEW OF EVIDENCE

Sources of Information



Field Experience

- *Practitioner and beneficiary insights*
- *Performance assessments*
- *In-depth case studies*

Informed Opinion

- *Stakeholder input*
- *Expert opinion*
- *Policy analyses*

Academic Research

- *Randomized controlled trials and quasi-experimental studies*
- *Modeled analyses (e.g., cost-effectiveness)*



EXAMPLE OF BANG FOR BUCK: REDUCING HUNGER

CANNED FOOD DRIVE



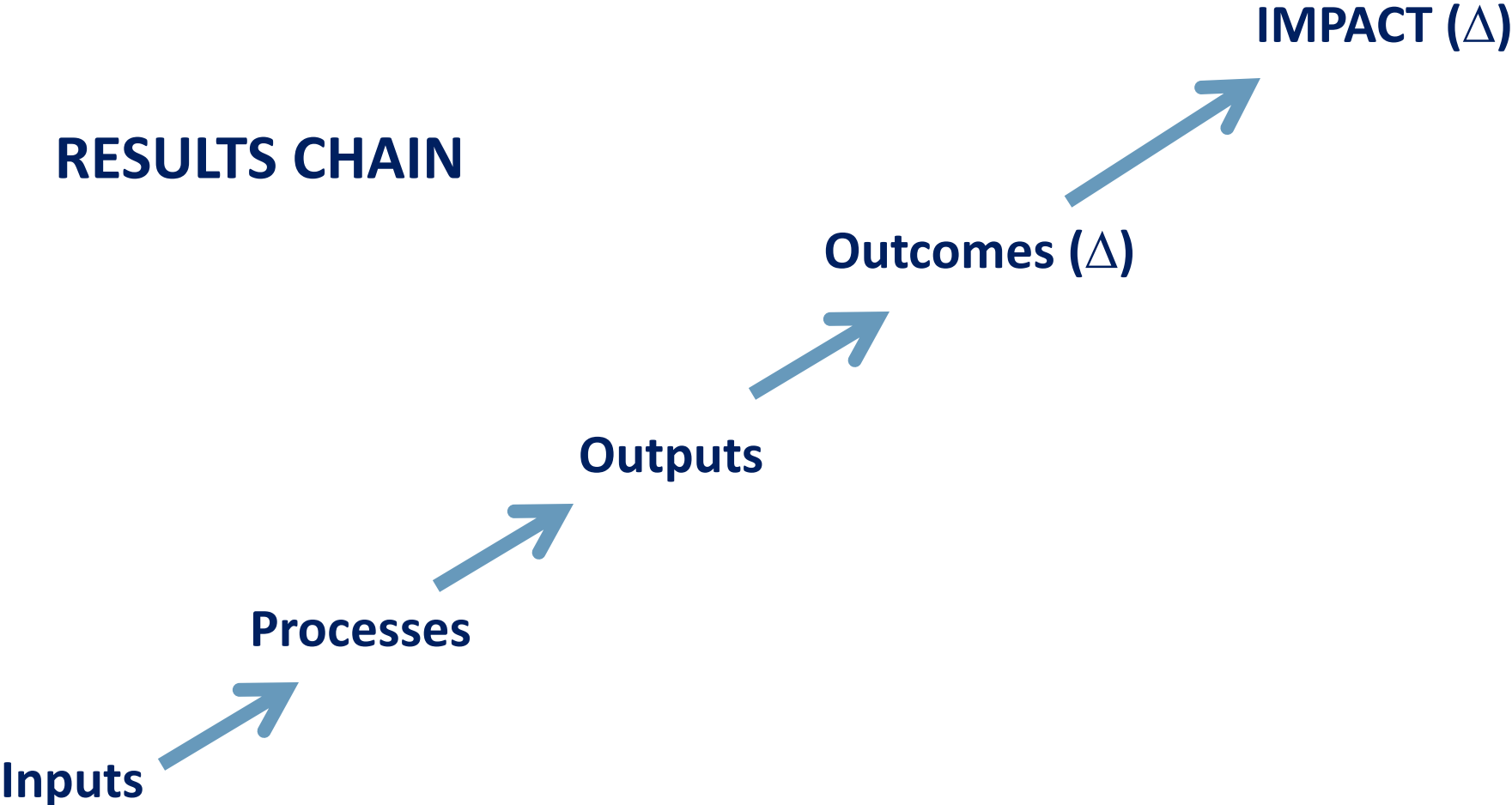
EXAMPLE OF BANG FOR BUCK: REDUCING HUNGER

WASTE NOT, WANT NOT



MEASURING AND MANAGING TO IMPACT

RESULTS CHAIN



THE MILLION DOLLAR QUESTION

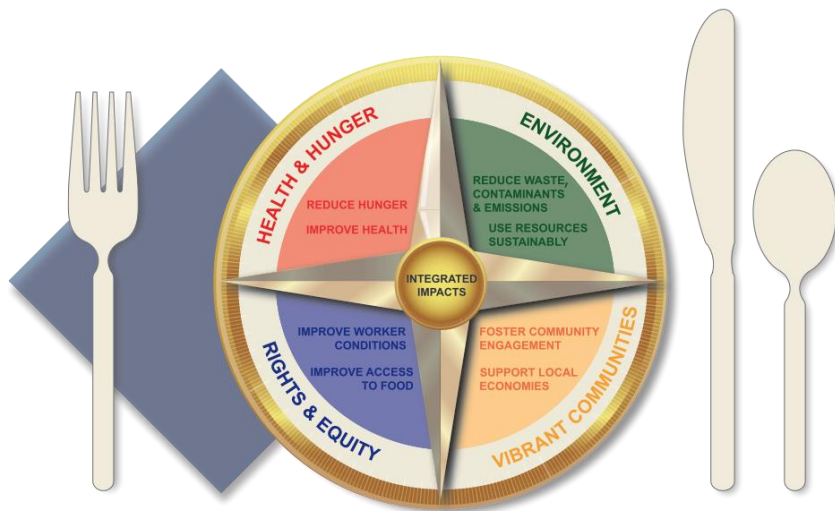


"My question is: Are we making an impact?"



WHY FOCUS ON CHILDHOOD OBESITY?

Food Funders Compass: Navigating Your Path to Impact



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Donor Strategies to Prevent Childhood Obesity:

Lessons from Greater Philadelphia



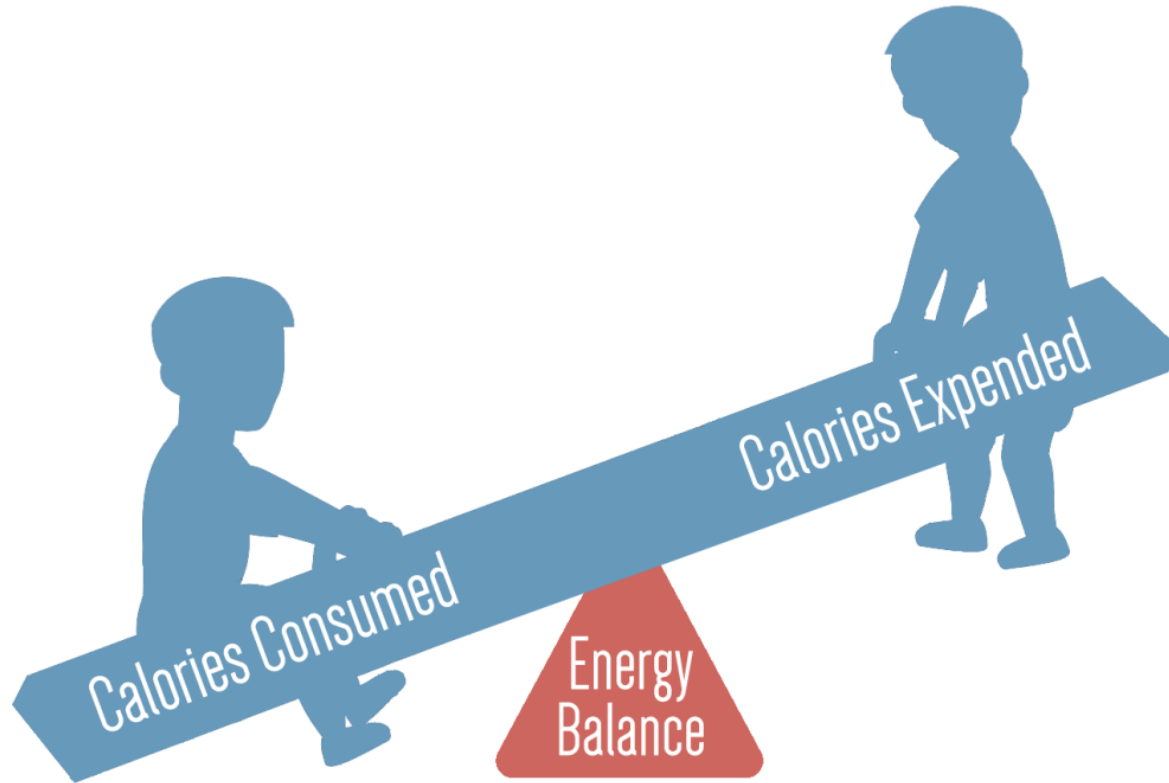
WHY PHILADELPHIA?

Philadelphia has seen statistically significant decreases in childhood obesity rates in some of the most affected populations (African-American, Hispanic and low-income youth).

The city takes a comprehensive approach to stemming the epidemic. Donors can learn from these interventions to replicate success across the country.



A SIMPLE EQUATION THAT'S TOUGH TO SOLVE



HOW CAN DONORS HAVE AN IMPACT?

Three high-level prevention strategies and approaches donors can take to see change



START EARLY (EARLIER THAN YOU THINK)

Promising Approach

- Provide support and education to pregnant and new moms through nurse home visitation

Rationale

- A mother's health choices while pregnant and nursing have an impact on a child's risk of becoming obese
- Visiting nurses can encourage moms to stop smoking, initiate breastfeeding, get regular physical activity and practice other healthy behaviors

Exemplary Model

- Nurse-Family Partnership



INCREASE ACCESS TO HEALTHY FOODS

Promising Approach

- Increase availability of fresh fruits and vegetables in stores serving low-income communities

Rationale

- Many communities that experience high rates of childhood obesity are also ‘food deserts’
- Studies suggest that living closer to healthy food retail outlets is associated with better eating habits as well as decreased risk for obesity and other diet-related diseases.

Exemplary Model

- The Food Trust’s Healthy Corner Store Initiative

Childhood Obesity Prevention Strategies

Start Early

Increase Access

Enable Healthy Choices



INCREASE ACCESS TO PHYSICAL ACTIVITY

Promising Approach

- Improve health policies and practices of schools to include more physical activity offerings

Rationale

- Many schools in low-income communities have been decreasing recess and PE in favor of classroom time
- Increasing physical activity in schools can have a significant impact on the health of children in these communities that otherwise lack access to safe places to exercise and play.

Example Organizations

- Wellness Initiative for the School Environment: Smart Nutrition and Activity Collaborative (WISE SNAC)

Childhood Obesity Prevention Strategies

Start Early

Increase Access

Enable Healthy Choices



ENABLE HEALTHY CHOICES – EATING HABITS

Promising Approach

- Provide comprehensive nutrition education that promotes healthy eating habits at the individual, family, and school levels

Rationale

- Healthier choices are made when children are knowledgeable about good nutrition and encouraged to practice healthy eating habits.
- A child's peer group can be particularly effective in inspiring behavior change making school hours a prime opportunity for nutrition education.

Exemplary Model

- The Food Trust's Kindergarten Initiative



ENABLE HEALTHY CHOICES – PHYSICAL ACTIVITY

Promising Approach

- Support developmentally-focused sports programs that boost confidence and cultivate lifelong healthy physical activity habits

Rationale

- Children are less and less active as technology and media grow in popularity as a pastime
- By helping a child engage with peers and encouraging positive self-esteem, sports and training programs can change that child's long term physical activity habits.

Exemplary Model

- Girls on the Run



IMPROVING THE CURRENT LANDSCAPE

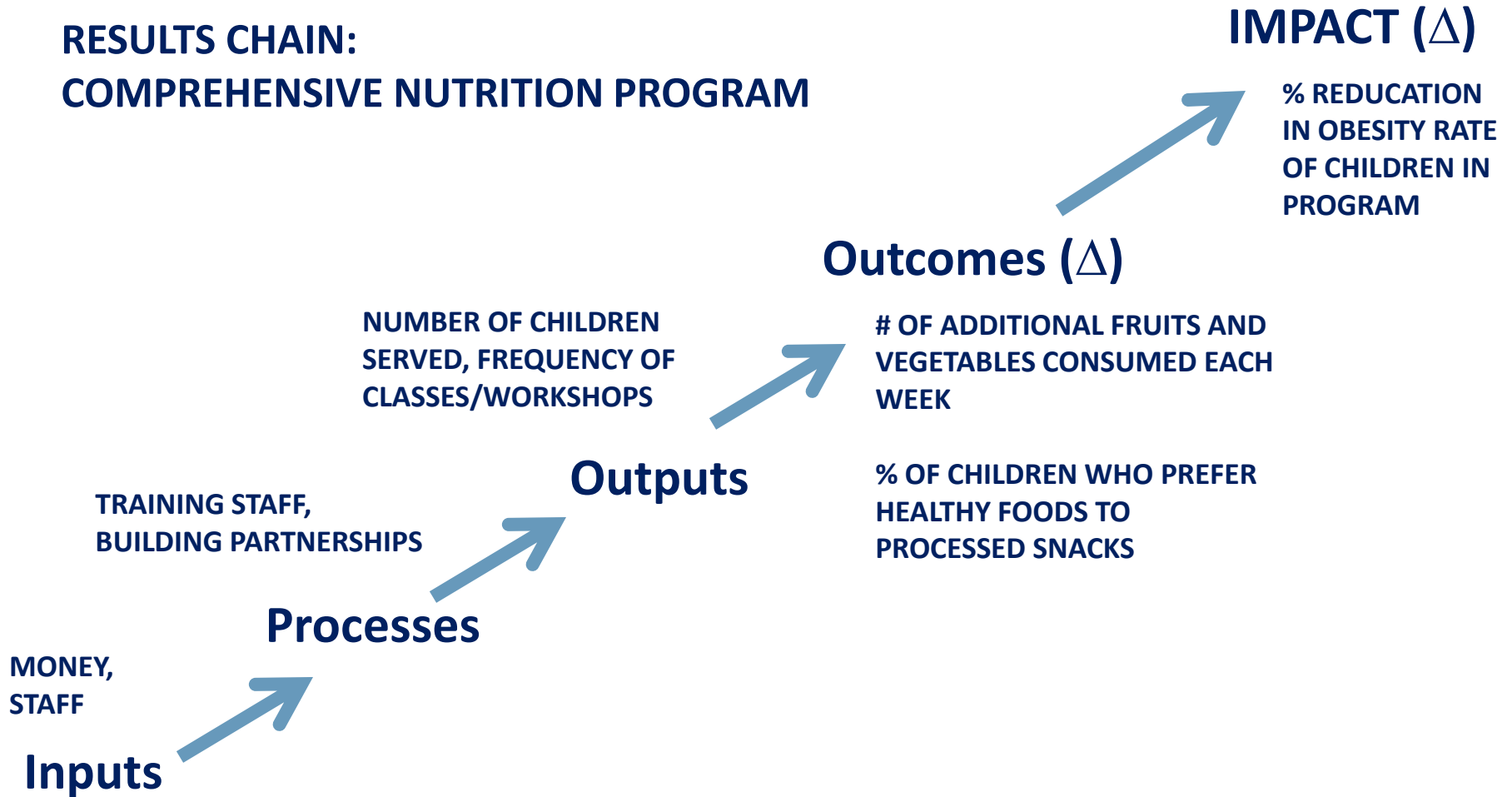
Donors interested in funding beyond direct service efforts can make a valuable contribution:

- **Build systems to learn, improve, and collaborate toward more effective prevention and treatment programs**
- **Advocate for increased funding and other policy change**
- **Invest in research and development**



MEASURING AND MANAGING TO IMPACT

RESULTS CHAIN: COMPREHENSIVE NUTRITION PROGRAM



BEST PRACTICES IN MEASURING SUCCESS

- **Support grantees to:**
 - **Measure against outcome goals**
 - **Incorporate various forms of evidence**
 - **Learn from those they are serving**
- **Measuring success can help you avoid reinventing the wheel or repeating past mistakes**
- **Through collaboration, we can improve the evidence-base and opportunities for impact**

