

TRACKING THE FIELD

2019 Scan of the Field

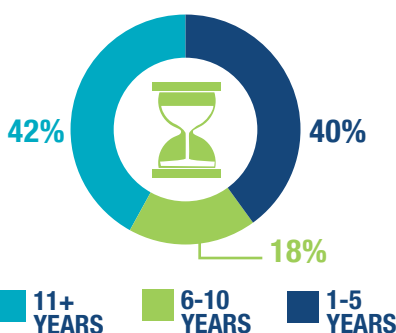
How Health Funders Are Approaching Healthy Eating/Active Living (HEAL) Funding



41

FOUNDATIONS
RESPONDED

HEAL FUNDING EXPERIENCE



HEAL FRAMEWORKS

HEALTHY EATING AND/OR
ACTIVE LIVING

HEALTHY LIFESTYLES/
WELLNESS

MULTIPLE
FRAMEWORKS

BUILDING
HEALTHY
COMMUNITIES

FOOD SECURITY

OBESITY
PREVENTION

TARGET POPULATIONS

FOUNDATIONS INVESTING IN HEAL

COMMUNITIES
OF COLOR

16



CHILDREN AND
ADOLESCENTS

15



RURAL
COMMUNITIES

14



URBAN
COMMUNITIES

10



YOUNG
CHILDREN

14



ADULTS

12



OLDER
ADULTS

10



PREGNANT
WOMEN

6



Better health through better philanthropy

1100 Connecticut Avenue NW, Suite 1200
Washington, DC 20036 T 202.452.8331

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TOP HEALTHY EATING/ACTIVE LIVING (HEAL) STRATEGIES

#1

POLICY AND
SYSTEMS CHANGE

#2

PHYSICAL
ENVIRONMENT CHANGE

#3

CAPACITY
BUILDING

#4

COALITION
BUILDING

#5

DIRECT
SERVICES

89%

OF RESPONDENTS APPLY A SOCIAL DETERMINANTS OF HEALTH LENS TO HEAL

TOP SOCIAL DETERMINANTS TARGETED IN HEAL



Race, Ethnicity, and Culture
22 funders



Neighborhood Conditions
21 funders



Income and Wealth
20 funders

OTHER NOTABLE TARGETS
Environment, Education, and Transportation



IDENTIFIED CHALLENGES

TO HEAL GRANTMAKING

1

Complexity of Policy,
Systems, and Culture Change

5

Competing
Interests

2

Social Determinants
of Health

6

Issue Fatigue

3

Capacity and Leadership

7

Measuring
Success

4

Sustainability
and Scaling

8

Trustee
Support