



Inspiring Healthy Eating and Active Living





About LiveWell Colorado™

LiveWell Colorado is a non-profit organization committed to reducing obesity in Colorado by promoting healthy eating and active living. In addition to educating and inspiring people to make healthy choices, LiveWell Colorado focuses on policy, environmental and lifestyle changes that remove barriers and increase access to healthy behaviors. Working in partnership with obesity prevention initiatives across the state, LiveWell Colorado aims to provide every Coloradoan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play.

Initially established as a grant-making collaborative in 2007, LiveWell Colorado became a 501(c)(3) in 2009 with the support of its initial funders—The Colorado Health Foundation, Kaiser Permanente and the Kresge Foundation—and its partner the Colorado Department of Public Health and Environment.

Strategic Plan

Tasked with leading the state's obesity prevention efforts, LiveWell Colorado is implementing an aggressive five-year strategic plan that was developed with input from hundreds of experts and stakeholders. Priority goals are focused in the following areas:

- **Funding community coalitions** throughout the state focused on healthy eating and active living strategies
- **Informing and advancing multi-sector policy efforts** with key stakeholders at the local, state and national levels
- **Leading social marketing initiatives** that inspire a culture shift and motivate sustainable healthy behavior changes

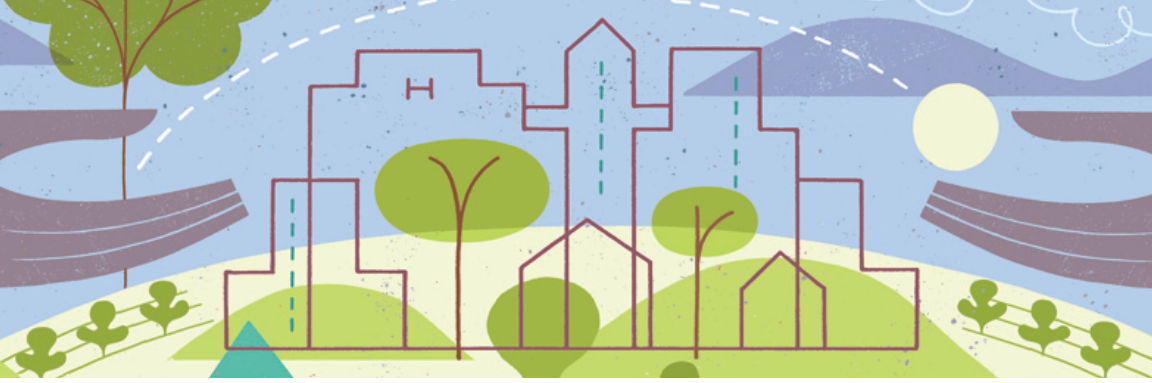
All efforts are grounded by the underlying goals of reducing health disparities, building synergy and reducing duplication of efforts among organizations, supporting promising practices and ensuring accountability through rigorous evaluation.

Vision

All Coloradoans enjoy a lifestyle that includes healthy eating and active living. The state's tradition of health and wellness is fully embraced by its residents.

Mission

Inspire and advance policy, environmental and lifestyle changes that promote health through the prevention and reduction of obesity.



LiveWell Colorado Communities

LiveWell Colorado's community investment strategy funds community coalitions, on a seven year funding cycle, working on healthy eating and active living strategies at the local level. This year, LiveWell Colorado awarded \$3.7 million in funding to 22 communities across the state. In addition to financial support, LiveWell Colorado provides technical assistance and opportunities for shared learnings and collaboration. Since its inception in 2007, the community grants program has benefited more than half a million Coloradoans.

Policy Agenda

LiveWell Colorado promotes policy efforts that create healthy places—neighborhoods, schools, and worksites—essential to supporting healthy eating and physical activity behaviors. Recognizing the importance of “health in all policies”, LiveWell Colorado collaborates across sectors and is leading the development of a series of Policy Blueprints which assess current initiatives, recommend actionable strategies, and provide overall direction for statewide efforts regarding specific policy topics. In early 2010, LiveWell Colorado released a Food Policy Blueprint, followed by a Worksite Wellness Blueprint. A Blueprint focused on the Built Environment is slated for completion later this year.

Social Change Efforts

Public awareness, education, and motivation are essential to creating a culture where the healthy choice is the easy choice. LiveWell Colorado launched a multi-media branding campaign in late 2009 that served as a foundation for a larger social change campaign aimed at inspiring a movement that embraces healthy eating and active living habits. In addition, LiveWell Colorado is piloting community-based social marketing programs targeting sustainable individual behavior change with the intent of scaling and replicating successful programs.

Building a National Model

A unique model in the United States, LiveWell Colorado combines the strengths of a public-private partnership, the independence and innovation of an autonomous organization, and the power of collaborative, multi-sector efforts to address the obesity epidemic in America. In addition to its statewide focus, LiveWell Colorado is connected on the national level through the National Convergence Partnership, and strives to create a framework, establish policies, and promote strategies that can be replicated throughout the country.



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LiveWell Colorado

