





# Collective Impact: Healthy Eating and Active Living in the Paso del Norte Region

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## Paso del Norte Region of the United States and Mexico

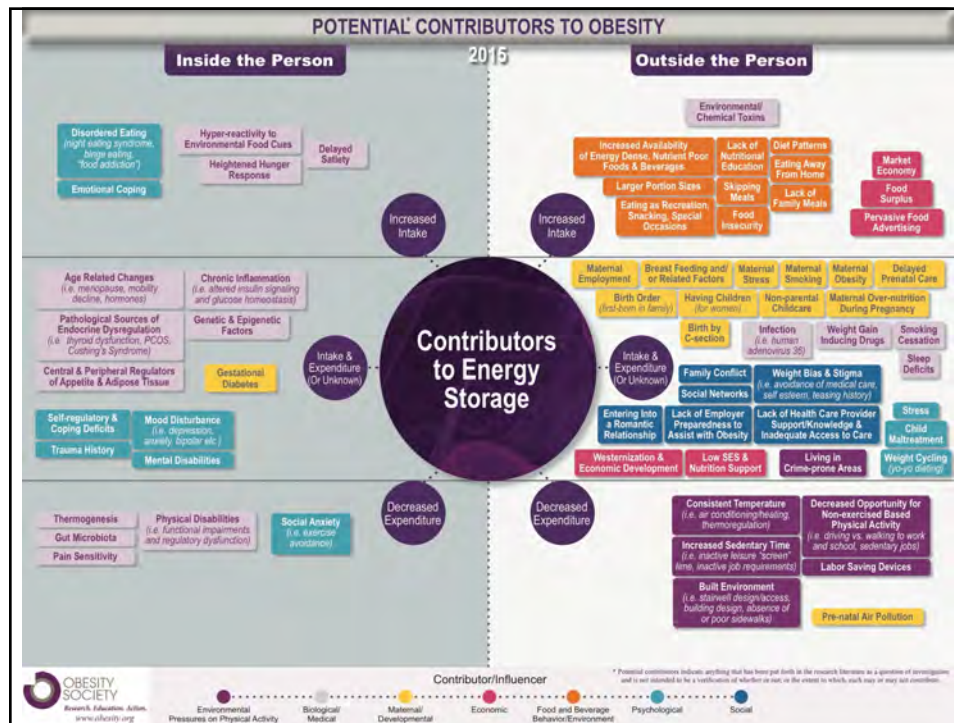



The Institute for Healthy Living works to:

- Increase healthy eating and active living
- Provide a bridge between science and application that empowers individuals, families, organizations, and communities to build a culture of health.



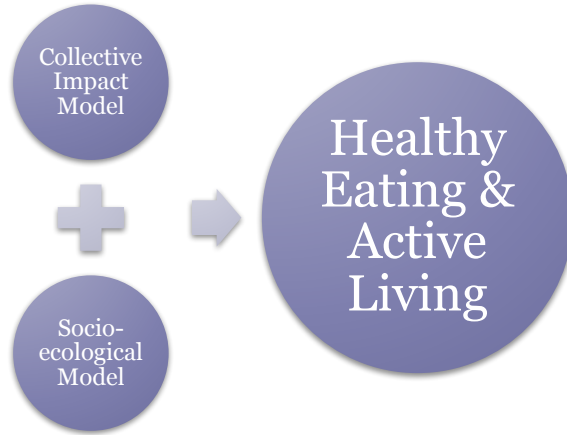
PASO DEL NORTE  
**HEALTH FOUNDATION**  
HEALTHY EATING & ACTIVE LIVING



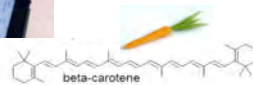
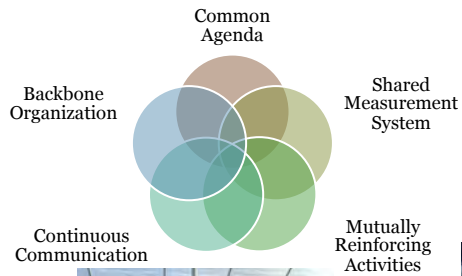
## Healthy Eating/Active Living Initiative Goals

- **GOAL 1:** Increase fruit & vegetable consumption and improve portion control
- **GOAL 2:** Increase physical activity and decrease sedentary behavior
- **GOAL 3:** Create an environment that promotes healthy eating and active living without bias against obesity
- **GOAL 4:** Achieve long term sustainability of IHL & HEAL initiative

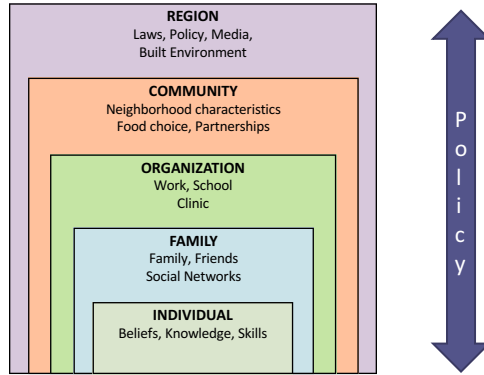
# Achieving the goals of the HEAL Strategic Plan



# Collective Impact Model



## Impacting a complex problem: Socio-Ecological Model



The above adapted Social-Ecological Model addresses the dynamic interplay between individuals and their environments



## Collective Impact in Action

Addressing food access



# HEAL Grantee: Kelly Memorial Food Pantry - Freshplace Model



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<http://pdnihl.org/foodforeverychild>

# FOOD for EVERY CHILD

ACCESS AND DEMAND FOR HEALTHY FOOD IN THE PASO DEL NORTE REGION

**1. Increase participation in the SNAP program through innovative strategies, and explore opportunities to launch an incentive program to make healthy choices more affordable for SNAP participants.**

**2. Develop partnerships with food retailers to conduct nutrition education, health screenings and SNAP outreach at grocery stores in high-need areas.**

**3. Increase access to healthy and local food through the development of a Healthy Food Financing Initiative that could provide grants and loans to grocers in underserved communities.**

Ohio Department of Health  
Institute for Healthy Living

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**New Coalitions:**

- Healthy Food Incentive Task Force (HFFI)
- In-Store Coalition
- Local Food Promotion Coalition
- Supplemental Food Assistance Coalition

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IHL Website: [www.pdnihl.com](http://www.pdnihl.com)

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