To describe and understand how the Healthy Eating by Design (HEbD) pilot project is addressing the epidemic of childhood overweight through the implementation of a multi-strategic, integrated community action model.

Active Living by Design (ALbD) has identified five strategies that address partnerships and the ecologic influences integrated community action model.

1. **Preparation: Getting Ready**
   - **Multi-disciplinary Partnership**
   - Establishes partnerships with the public
   - Involves specific messages about healthy living
   - Includes both healthy eating and healthy active living
   - Helps create communities with healthier eating and active living practices

2. **Programs: Increasing Opportunities for Healthy Eating**
   - Includes increasing the number of healthy food options
   - Key to institutionalizing healthy eating
   - Organized, ongoing activities that engage individuals in healthy eating
   - Non-research activities and strategies with policy makers and advocates
   - Establish community/neighborhood requirements for having accessible healthy eating
   - Connects with the public
   - Enhances learning about healthy eating
   - Provides opportunities to actively engage in healthy eating

3. **Physical Projects: Creating Supportive Environments**
   - **Healthy Eating by Design (HEbD) Community Partnerships (CPs)**
   - The HEbD project is seeks to increase access to healthy foods for children in low-income communities and schools.

4. **Policies: Influencing Public Decisions**
   - **Mobile/Empower Communities/Schools**
   - Includes policies that address unhealthy food options
   - Supports community food projects
   - Includes policies that address unhealthy food options
   - Establishes relationships with food providers
   - Supports community food projects
   - Includes policies that address unhealthy food options
   - Connects with the intended audience
   - Includes policies that address unhealthy food options

5. **Promotions: Communicating**
   - **Communicate wide-scale campaigns**
   - Educating individual and advocacy-based, elected officials
   - Community organizations
   - Establishes the benefits of healthy eating
   - Provides opportunities for healthy eating
   - Increases access to healthy food
   - Supports community food projects
   - Includes policies that address unhealthy food options
   - Connects with the public
   - Includes policies that address unhealthy food options

**LEARNING OUTCOME**

**HEbD 5P STRATEGIES**

**HEALTHY EATING BY DESIGN: A COMMUNITY-DRIVEN, MULTI-STRAATEGIC APPROACH**

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Active Living by Design, North Carolina Institute for Public Health, School of Public Health, The University of North Carolina at Chapel Hill, and 'the Robert Wood Johnson Foundation

The HEbD pilot project is addressing the epidemic of childhood overweight through the implementation of a multi-strategic, integrated community action model.

**HEbD COMMUNITY PARTNERSHIPS (CPs)**

The HEbD project is seeks to increase access to healthy foods for children in low-income communities and schools within existing ALbD communities.

**HEbD 5P STRATEGY EXAMPLES FROM THE HEbD CPs**

**SEATTLE: SCHOOL-BASED HEbD PROJECT**

A pilot with a passion for healthy eating initiatives, coordination, school and community nutrition professionals, healthy at its core through the implementation of a community-based multi-strategic nutrition education program. Healthy eating initiatives include mobile/empower communities, school and community nutrition professionals, and researchers.

**LAWIREH: COMMUNITY-BASED HEbD PROJECT**


**5P STRATEGY EXAMPLES FROM THE HEbD CPs**

By approaching solving obesity and healthy eating in novel, whole integrated ways, the HEbD project is developing and implementing multi-strategies for partner engagement, and generating of support and skill for their work. The project exemplifies the community action model of the HEbD pilot project, and related to their active living and healthy eating projects, including a $320,000 Seattle-based Children’s Health Initiative project, the One-School Action project.

In Cleveland, Ohio; School Wellness Teams have been developed in three local elementary schools. These teams work to increase access to foods through policies. The project has the potential to increase access to healthy eating opportunities, including policies and practices that support active living and healthy eating opportunities.

**SOMERVILLE, MASSACHUSETTS**

The ‘Eat Better, Feel Better’ program in Somerville, Massachusetts has increased access to healthy eating opportunities in the Smoketown project area in the Smoketown neighborhood.

**PORTLAND, OREGON**

The Portland- Oregon HEbD partnership is integrating their work with the Portland- Oregon Food Action Consortium and Food Sense Change.

**SANTA ANA, CALIFORNIA**

In Santa Ana, California, a chef with a passion for helping children and families how to prepare healthy snacks.

**CHICAGO, ILLINOIS**

In Chicago, Illinois, children and families in a Terrace neighborhood are engaged in healthy eating and physical activity through the implementation of the HEbD project.

**SEATTLE: SCHOOL-BASED HEbD PROJECT**

In Seattle, Washington.

**BURLINGTON, NEW YORK**

In Burlington, New York, the implementation of better eating and active living in the Burlington School District.

**COLUMBIA, MISSOURI**

In Columbia, Missouri, a local artist is working with students and staff at West Middle School.

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**COMPREHENSIVE STRATEGIES FOR THE HEbD PROJECT**

**5P STRATEGY EXAMPLES FROM THE HEbD CPs**

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