



What is

Healthy Eating & Active Living (HEAL) at Welborn Baptist Foundation?

Our HEAL impact area is advancing the community adoption of Healthy Eating & Active Living through meaningful grantee partnerships, evidence-based initiatives, best practices, policy, systems, and environmental changes, cross-sector collaborative approaches, learning and data-driven practices, and Nonprofit Excellence support.

This matters because...

Increasing access to healthy foods and creating new opportunities for residents to be physically active can do more than improve our population's physical health. Advantages of supporting healthy eating and active living policy and systems changes include economic and environmental benefits, improved community safety, and better mental health.

Desired High Level Outcomes

**More residents of all ages
consume nutritious foods and
beverages.**

**More residents of all ages meet
the recommendations for
physical activity.**

**More residents of all ages will
maintain a healthy weight.**

Our HEAL Strategies with examples

Nutritious Food & Beverage Access & promotion

Creating policy, systems, and environmental changes that increase opportunities for healthy eating

- A coordinated and equitable food system/network that prioritizes nutrition and affordability
- Availability and improved access to nutritious foods and beverages
- Nutrition education and promotion embedded in coordinated and systemic efforts

Creating opportunities for healthy choices across settings

Implementing sustainable changes and system-wide opportunities in community settings, e.g., churches, schools, workplaces

- Upgrade in Schools (WBF initiative)
- Available and sustainable nutritious foods/beverages and opportunities for physical activity in settings
- Expanded policies and practices promoting HEAL in settings

Physical activity access & Promotion

Creating policy, systems, and infrastructure changes that increase opportunities for active living.

- Policies and improved built environmental supports
- Transformative infrastructure and built environment projects that incorporate physical activity into daily life
- Physical education and promotion in coordination with infrastructure improvements

Healthy Living

Encouraging individuals to adopt a HEAL lifestyle

- Community awareness through HEAL messaging and education
- Action steps for residents to increase consumption of nutritious foods and beverages, decrease consumption of unhealthy foods and beverages
- Action steps for residents to increase routine physical activity

HEAL Resources



An Introduction to
Policies, Systems, &
Environmental Change



County Health Rankings
– What works for Health



Greater Evansville
Health Survey