



## Strengthening the Community Prevention Landscape: Sharing our Story

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**Nemours** Children's Health System

# Overview of Nemours

- Nemours is a children's health system in the Delaware Valley and northern and central Florida, with a mission of helping all children grow up healthy.
  - 2 children's hospitals
  - Primary and specialty care clinics
  - Research, education, advocacy & prevention
- Prevention and child health promotion are critical priorities:
  - Nemours Health and Prevention Services in Delaware
  - Nemours National Office in Washington, DC & Delaware
  - KidsHealth.org
  - Nemours BrightStart!
  - Florida Prevention Initiative



# Community Transformation Grant

- In 2012, Nemours received nearly \$1.7 million for a two-year CTG Small Communities Initiative award:
  - Focus: 6 school districts with highest level of populations living in poverty.
  - Strengthening district wellness policies in areas of nutrition, physical education, family/community involvement, and social/emotional wellness.
- Key partners:
  - School districts
  - United Way
  - American Lung Association
  - University of Delaware



# National Early Care and Education Learning Collaboratives

- In 2012, Nemours received a cooperative agreement for up to \$20 million over 5 years, subject to annual appropriations:
  - Focus: working with state-implementing partners to enhance healthy eating and physical activity in participating Early Care and Education (ECE) centers.
  - Presence in AZ, FL, IN, KS, KY, MO, NJ, VA and Los Angeles, California.
- Key partners:
  - ECE centers, health departments, early learning coalitions, resource and referral agencies, etc.
- Year 1 Findings:
  - Statistically significant increases in the number of healthy eating and physical activity best practices ECE centers were meeting.



# Partnerships to Improve Community Health

- In 2014, Nemours received an award for up to \$1.8 million over 3 years, subject to annual appropriations:
  - Focus: building community capacity and increasing access to healthy eating and active living opportunities in targeted communities in the city of Wilmington and contiguous communities in New Castle County.
- Key partners:
  - Delaware Healthy Eating and Active Living Coalition (DE HEAL)
  - Westside Grows Together
  - Eastside Rising
  - South Wilmington Planning Network
  - New Castle County Government
  - Food Trust



# Education & Engagement Tactics

- Telling the story of our work and impact is critical:
  - Host in-state launch events with press, legislators and key partners
  - Issue press releases to announce work, with quotes from local and federal elected officials
  - Host in-state visits (once work is in progress) with legislators, press and key partners
  - Collect and share testimonials from key partners engaged in the work
  - Organize congressional staff briefings in DC with national and local partners
  - Arrange meetings with key organizational leaders (e.g. CEO, Board Chairman, Vice President, clinical leaders, etc.) and elected officials
  - Leverage federal funds to attract private funders to amplify the work



# Contact Information

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