



BLEND
Better Living: Exercise and Nutrition Daily

CENTRACARE Health Foundation

Presented by: Jodi Rohe, Project Coordinator

BLEND is a local coalition taking innovative strides to ensure our kids and families have the opportunity to participate in fun and engaging events and activities that increase physical activity and healthy nutritional choices.



Brief History of BLEND

- **May 2006** - First large community group gathered by Dr. David Tilstra of CentraCare Clinic and began to formulate a vision of coalition.
- **July 2006** - Reconvened large group, conducted video conference with Dr. James Hill from University of Colorado & America On The Move. Hired a consultant to facilitate group brainstorming session and further refine vision of the coalition.
- **Sept 2006** - Coalition Steering Committee formed. Began to discuss coalition structure, key programming ideas and funding sources. Coalition structure modeled after successful Smoke Free Communities health initiative.
- **Nov-Dec 2006** - Steering committee decides on 4 focus areas:
 - **Physical Activity, Nutrition, Medical Community & Community Engagement**
Also, concluded on a ten-year timeline to make an impact on childhood obesity by setting a BMI reduction goal. CentraCare Health Foundation secures \$38,000 to finance formal coalition planning phase (1/1/07 - 6/30/07).
- **Jan 2007** - Reconvened large group, rolled out formal subcommittee structure, appoint chairs and begin to work on details of each focus area.
- **Feb-Mar 2007** - Steering Committee continues to work on overall programming plan with focused CentraCare Health Foundation efforts on cultivating funding sources for initial 3 years of actual programming implementation.



Brief History of BLEND

- **May 2007** – Collaboration is renamed BLEND (Better Living: Exercise and Nutrition Daily) A Partnership for Better Living and a logo is decided upon.
- **June 2007** – BLEND secures a \$309,000 grant from the CentraCare Health Foundation to hire and retain a full-time project coordinator for a minimum of 3 years.
- **July 2007** – BLEND hires Jodi Rohe as project coordinator.
- **October 2007** – BLEND launches 12 week Pilot program to 304 kids in 5 daycare centers.
- **December 2007** – Begin program evaluation. Secure funding for program expansion and tri-series.



The BLEND coalition

was launched with funding by the **CentraCare Health Foundation** and continues to partner with a large group of medical, educational, businesses, and non-profit organizations.



The coalition has identified four main areas of focus:

- ❖ Physical Activity
- ❖ Nutrition
- ❖ Medical Intervention
- ❖ Community Engagement



Current Work

- Child Care Pilot Program
- State Legislative Public Health Work Group
- Safe Routes to Schools
- Sub-committee planning and expansion of work



Future Work

- Evaluate Child Care Pilot
- Revamp as needed and implement in new settings
- Expand current program for additional 3 months
- Research and test programming for next population: 6-11 year olds
- 2008 Tri-series Events



BLEND Tri-Events for 2008

March 2008

- BLEND – Round Two Nutrition Programming Launch
- This twelve week core curriculum will be delivered to over 900 kids, 1400 parents and 100 child care staff across Central Minnesota.

Friday, April 18th

- BLEND – Earth Day ½ Marathon Kids Health Expo
- St. Cloud State University Field House

Saturday, June 28th

- BLEND – Guinness Book of World Records - Longest Parade of Bicycles - attempt to be held in conjunction with the Granite Days Parade

15th Monday, September

- BLEND – Lincoln Elementary “BLEND FRIENDS” Launch. Will deliver special 9 week programming to all 306 kids, 52 teachers at Lincoln Elementary.

Friday, October 3rd *(details still being finalized)*

- BLEND – Greater St. Cloud Walk-to-School Day and Family Eating Expo
- In collaboration with local school districts and in conjunction with International Walk to School Day we will launch the first ever area wide campaign. That evening, in conjunction with Chef Seth Daugherty, BLEND will host a healthy family eating expo.



www.blendcentralmn.org

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