LEVERAGING RESOURCES

COMMUNITY-BASED PARTNERSHIPS: LEVERAGING NATIONAL, STATE, AND LOCAL RESOURCES

Good Nutrition
Regular Physical Activity
Healthy Weight

Centers for Disease Control and Prevention
National Center for Chronic Disease Prevention and Health Promotion
Division of Nutrition, Physical Activity and Obesity
PRESENTATION OUTLINE

• Types of Resources
• Significance of Leveraging Resources
• Questions to Consider
WHAT ARE LEVERAGED RESOURCES?

• Not Just Funds ➔ Resources
• Meet Notice of Funding Opportunity Goals
• Sustain and Expand Work
MEETING FUNDING OPPORTUNITY GOALS

• Partner Contributions
• Volunteer Hours
• Labor
• Physical Capital/Resources
• Additional Monies: Other Federal Dollars, Grants
$7.7M+
Leveraged by High Obesity Program Recipients

$135,000-$3M
Range per Recipient
SUSTAIN AND EXPAND WORK

- Additional Monies: Other Dollars, Grants
- Partnerships
WHY DOES IT MATTER?

- CDC Funding is Finite
- Partners are Key
- Capacity, Effectiveness, Efficiency
- Return on Investment
- Sustainability
QUESTIONS TO CONSIDER

• Who is your audience?

• Are there existing opportunities or partners to work with in your state or community?

• Are there special considerations specific to your state or community that will influence your ability to leverage resources?
THANK YOU

LCDR Ashleigh Murriel, PhD
amurriel@cdc.gov

Help us keep America healthy and strong. See how at: cdc.gov/nccdphp/dnpao

Centers for Disease Control and Prevention

Division of Nutrition, Physical Activity, and Obesity (DNPAO)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
GROUP ACTIVITY

- List top 5 key partners in your state or community.
- At your table, discuss:
  - How your goals align with each of your partners goals
  - What facilitators or barriers you foresee in developing or maintaining successful partnerships. *(If time allows, your table can work on how to address these.)*