

ADVANCING *the* MOVEMENT

Helping improve the health and quality of life of communities across the country

Formed in the spring of 2010, *Advancing the Movement (ATM)* is a distributed network of leaders from communities, philanthropy, government agencies, and the private, academic, voluntary and civic sectors – serving across fields, political perspectives and focus areas – collaborating on policy, systems and environmental changes for a healthier, more equitable and prosperous United States of America.



Mission: Increase and sustain the impact of multi-sector local, state and regional initiatives working towards a vision of healthy people in healthy places.

From inspiring the creation of cutting-edge data, learning and performance platforms, to cultivating balanced dialogue for collective impact, ATM is transforming the way resources and best practices are shared and leveraged among communities across the country. By promoting peer learning and innovation, ATM:

- Enhances the reach and impact of *currently funded place-based investments*;
- Applies an asset-based approach to help grow and sustain impact *once the funding is over*; and
- Supports communities of highest burden *that may not have adequate financing*.

This is accomplished by leveraging the learning and outcomes of funded initiatives, engaging diverse voices, addressing gaps, and catalyzing action on strategic opportunities.

Platforms and Initiatives

Five central elements form the crux of ATM: the Community Commons, CHNA.org, the Policy Committee, the Equity Committee and strategic partnerships.

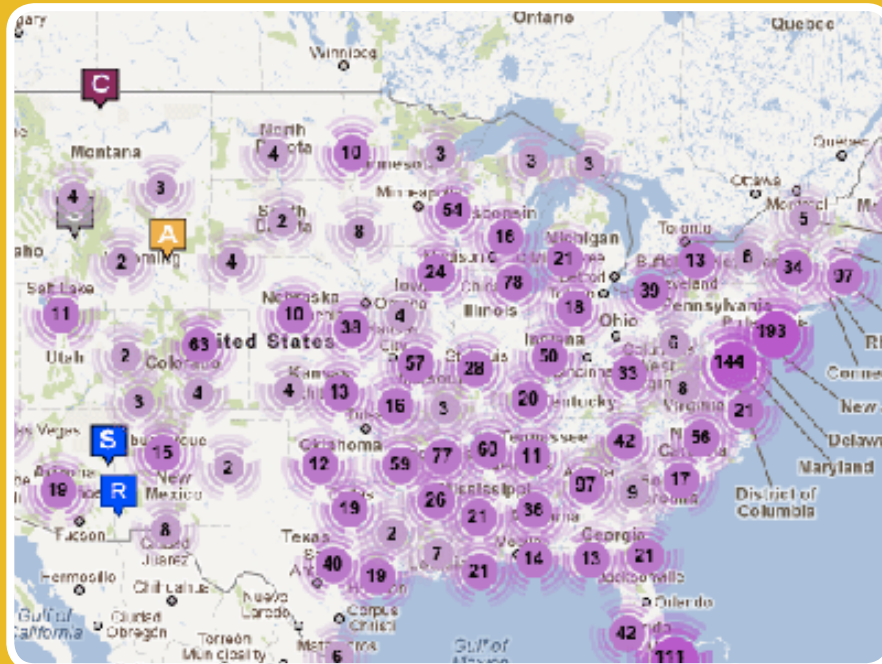


COMMUNITY COMMONS beta 2.0

together for the common good

As the first major deliverable inspired by ATM, the **Community Commons** – an interactive mapping, networking, and learning utility for the healthy, sustainable, and livable communities’ movement – has come a long way. Now more than ever before, the Community Commons is helping people better connect to resources, better visualize new possibilities, better engage in the Movement, and better share resources and tools with a growing network. Working with the Community Commons team at IP3, ATM leaders actively listened to user feedback and suggestions for enhancements while building additional functionality from the development plan. The Commons now features a more interactive, dynamic experience:

- ***A More Dynamic Map of the Movement:*** It’s now easier than ever to learn what local/regional initiatives around the country are doing to make their communities healthier and more sustainable. You can easily add your initiative to the map, if it’s not already represented.
- ***New Starter Maps and Tutorials:*** You can now create compelling GIS maps with a few keystrokes to help tell your community (or county, region, or state) story in a whole new way. The Commons’ one-of-a-kind internet-based GIS has something for everyone, whether you’re new to GIS or an old pro.
- ***Compelling Social Networking:*** You can now build your own profile, tag the organizations in which you’re involved, connect and search for fellow Movement members, and share links, documents and pictures. You can also join an issue-centric Group for a more focused, topical experience.





beta 2.0

COMMUNITY HEALTH NEEDS ASSESSMENT

Advancing Community Health and Well Being

FREE Community Health Needs Assessment Reporting Platform – Embedded in the Commons

As the latest major functionality added to the Community Commons, representing another game-changing contribution to the field, the platform (initially known as CHNA.org) debuted to the nation in early December. Soon to be wholly integrated in the Community Commons, CHNA is a free web-based platform designed to assist hospitals, nonprofit organizations, state and local health departments, financial institutions, and other organizations seeking to better understand the needs and assets of their communities, and to collaborate to make measurable improvements in community health and well-being. The CHNA platform provides an array of data, analytic, mapping and reporting resources that do the following:

- *Democratize the community health needs assessment process* by bringing a broad array of publicly-available data into one site, dramatically minimizing duplication of efforts and reducing costs to communities.
- *Inform robust civic discourse* by supporting community members in developing a shared understanding and common agenda for addressing the realities of their communities.
- *Enable community stakeholders from diverse backgrounds to create, implement, and invest in strategies* that have been shown to produce measurable improvements in community health and well-being.
- *Support hospitals and health systems to conduct quality Community Health Needs Assessments (CHNAs) that meet government standards* for nonprofit hospitals, public health departments conducting CHNAs and pursuing accreditation, and the requirements and needs of other community sectors.

The screenshot shows the main interface of the Community Health Needs Assessment platform. It features three primary sections:

- Community Health Needs Assessment:** Includes a description of the report generation process and a button labeled "Generate a CHNA Report".
- Target Areas Assessment:** Includes a description of finding target areas based on poverty rate and educational attainment, and a button labeled "Find Your Target Areas".
- Health Indicators Map Gallery:** Includes a description of exploring health-related indicators and a button labeled "Explore Map Gallery".

Three interactive map thumbnails are displayed on the right side of the interface:

- Adult obesity rate:** A map showing the distribution of adult obesity rates across a geographic area.
- Poverty and high school graduation rates:** A map showing the correlation between poverty and high school graduation rates.
- Children in poverty, Free & reduced lunch, Walkability:** A composite map showing the relationship between children in poverty, access to free and reduced lunch, and walkability.



Policy Committee

The Policy Committee is comprised of some of America's most effective public health policy leaders as well as grassroots community leaders. Their mission: to connect community leaders taking local action with opportunities at the state and federal level. This includes telling their stories of the benefits of healthier public policies and the needs for adequate financing of prevention. While taking care to do educational and advocacy work within program parameters, this work is key to making it easier for community residents to take meaningful action via the means and tools of our democracy.

Equity Committee

The Equity Committee works with the Community Commons staff team, ATM committees and projects, and our many partners to make sure that access to the determinants of health and prosperity is ensured for populations and communities of highest burden and vulnerability.

Leadership and Partnerships

ATM relies on the partnership and collaboration of more than 5000 leaders – across place based community initiatives, public and private funders, program offices, technical assistance providers and policy and evaluation organizations – that invest their time and talents towards a healthy, equitable and sustainable nation.

An Advisory Committee ensures a healthy ethos, and sets policies and protocols that serve as an operating system for the distributed nationwide conversation and force for action.

Some of ATM's partners include: the Centers for Disease Control and Prevention, US Department of Health and Human Services, the Surgeon General, The National League of Cities, the Robert Wood Johnson Foundation, Kaiser Permanente, The Partnership for a Healthier America, Trust for America's Health, Let's Move!, YUSA, ChangeLab Solutions, Prevention Institute, PolicyLink, Public Health Institute, Bipartisan Policy Center, Alliance for a Healthier Generation, President's Council on Sports, Fitness and Nutrition, Place Matters, National Wildlife Federation, Safe Routes to School, National REACH Coalition, California Convergence, LiveWell Colorado, United Way Worldwide and many others.



Join the Conversation and Connect the Dots at:

www.advancingthemovement.org

www.communitycommons.org

www.CHNA.org