



Building Healthy Communities

Building Healthy Communities

Despite decades of public health interventions that focus on changing individual behavior, smoking, physical inactivity and unhealthy eating—leading and costly causes of chronic disease—continue to be prevalent. Building healthy communities through comprehensive approaches that include examination of policies, systems, and environmental factors, offers a promising way to reverse the tide of diabetes, cancer, asthma, cardiovascular ailments, and other chronic diseases related to those unhealthy behaviors.

JSI has taken the lead in developing system-wide, integrated approaches to health promotion. By building support across the entire community—among local and state government agencies, businesses, school administrations, organizations, and individuals—community leaders are empowered to make policy and system changes to create an environment that supports healthy behaviors. Such an environment might include sidewalks and trails to make walking a viable choice, and restaurants that provide healthy options.

Such system-wide approaches can result in permanent changes within populations by consistently helping individuals make healthier choices, a task that has not been achieved by individual-oriented interventions. JSI helps communities create healthier systems by:

- Assessing community needs
- Facilitating planning processes and partnership development
- Analyzing health-promotion strategies
- Developing, implementing and evaluating customized interventions and messaging strategies

Selected Community Clients

Colorado Health Foundation • Missouri Foundation for Health • Ozarks Regional YMCA, MO • Santa Clara County Public Health Department, CA • Town of Hudson Board of Health, MA • Town of Northborough—Massachusetts Convergence Partnership

For more information, please contact: Tamara Calise at tamara_calise@jsi.com

JSI works with public and private clients to address the nation's most pressing health issues.