

Healthy Neighborhood Immersion Strategy

The core of Kellyn's strategy is building long-term relationships with leaders within a neighborhood and jointly working together to encourage healthier lifestyle choices. Kellyn focuses on neighborhoods that are primarily defined as elementary school catchment areas; where seniors, families, individuals, community organizations and businesses share relationships and support. Our objective within each neighborhood to “Make the Healthy Choice the Easy Choice” and make living a healthy lifestyle the cultural norm, thus reducing the overall impact of chronic disease individually and nationally.

The **Healthy Neighborhood Immersion Strategy** encompasses Kellyn’s four main initiatives: Kellyn Schools, Kellyn Kitchens, Kellyn Food Access, and Kellyn Lifestyle Medicine. It is our intent to build self-sustaining neighborhoods where any, or all, of our initiatives can eventually be managed and sustained by members of each neighborhood as the community’s healthy culture evolves. The initiatives continually intertwine based on the needs of each individual neighborhood. We believe that growing relationships and encouraging healthy lifestyle habits across multiple neighborhood groups will build enough momentum to create sustaining change throughout our region.

The **Kellyn Schools Initiative** includes interactive, in-classroom elementary student education with the objective of understanding what healthy food and a healthy lifestyle is, learning how to grow food from seed to harvest and how to train your taste buds to enjoy healthy food. Educating the children, teachers and families helps them to make healthier choices for themselves, as well as supporting the long-term goal of building a cadre of healthy lifestyle champions in each neighborhood.

The **Kellyn Kitchens Initiative** provides medically based, hands-on cooking programs in community centers, schools, senior centers, healthcare facilities and with employers. The objective is to provide the understanding the benefits of a whole food plant-based diet, while providing the excitement of learning new cooking skills and tasting the food. Sessions are designed to embrace individual food heritage and cultures for children and/or adults. Lifestyle Medicine Meals, an initiative within Kellyn Kitchens, provides whole food, plant-based meals to support our client base, educational programs and promote healthy lifestyles.

The **Kellyn Food Access Initiative** objective is to ensure that each neighborhood has healthy whole food options on a year-round basis, sourced as locally as possible, that are convenient, accessible, and affordable. The initiative supports the economic growth of local farmers; and provides a strong neighborhood infrastructure that includes the “Eat Real Food” Mobile Market at neighborhood sites, voucher integration with healthcare systems and the Kellyn Food Hub which functions as the logistical wholesale provider of fresh, local produce to corner stores, small grocery stores and restaurants in the neighborhoods that we serve.

The **Kellyn Lifestyle Medicine Initiative** objective is to provide the education, tools and support that allows families and individuals to reduce disease risk factors with a scientifically proven intervention through the adoption of better health habits and appropriate lifestyle modifications. We engage with community groups, self-insured employers, school districts and institutions of higher learning. In addition, Kellyn Lifestyle Medicine engages with medical students and resident physicians introducing them to the power of lifestyle medicine approaches in preventing, treating, and reversing chronic diseases such as diabetes, heart disease, high blood pressure and high cholesterol.

Partnerships and collaboration with mental health service providers, job training and placement services, housing coordinators, food pantries, community non-profits and healthcare institutions/providers are a valued part of each Healthy Neighborhood Immersion strategy. Albert Einstein said, “We cannot solve our problems with the same thinking we used when we created them.” Devising effective and innovative strategies to support making healthy lifestyle choices is the most urgent priority facing our nation. The Healthy Neighborhood Immersion Strategy leverages ongoing relationships, provides the infrastructure to support complementary programming and engages the power of collaborative partnerships to create a path for lasting behavioral change.

