HEAL Zones Initiative

A HEAL Zone is a small, clearly defined area of 10,000 to 20,000 residents, with high rates of obesity and health disparities.

**Intervention**

A mix of evidence-informed strategies that reach targeted populations in community settings where people live, work, play, eat, and learn

**Expected Outcomes**

*Environments*

- Improved policies related to healthy eating, active living

*Healthy Behaviors*

- Increased awareness, knowledge, skills, motivation, and utilization
- Sustained by: Policies
- Enhanced by: Education/Promotion
- Increase healthy food & beverage consumption
- Decrease calorie consumption
- Increase physical activity

**Goals**

**Vision**

People eat better and move more as part of daily life
HEAL Zones Design Principles

Strategies that aim for

- Population level behavior change

Focus on

- Changing and improving environments and organizational practices
- Using education, policy, and promotion to enhance environmental changes
- Applying evidence-informed practices
- Leveraging community assets to address the underlying community barriers

Implemented in

- Multiple environment settings

Conducted through

- Multi-sector collaboration and community engagement