

Voices for Healthy Kids

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Voices for Healthy Kids is a collaborative endeavor between the American Heart Association and the Robert Wood Johnson Foundation. The American Heart Association is a nonprofit organization founded in 1924 to combat heart disease and related illnesses. The Robert Wood Johnson Foundation is the philanthropic arm of Johnson and Johnson that is primarily concerned with public health. The primary goal of Voices is reducing, and hopefully eliminating, childhood obesity.

Voices has six major areas of focus to address the childhood obesity epidemic: Smart School Foods, Marketing Matters, Active Places, Healthy Drinks, Food Access and Active Kids Out of School. Each area is headed by experts in those fields and backed by extensive research. For example, the Safe Routes to School National Partnership informs Active Places, which seeks to “increase access to parks, playgrounds, walking paths, bike lanes and other opportunities to be physically active” (website). In addition, resources, like webinars, related publications and newsletters, for teachers and community leaders are provided under each focus area.

Voices also offer grant opportunities to nonprofit organizations through one of the above areas. The goal of these grants is to affect change through local, state and Native American public policy initiatives. Grants range upward to \$100,000.