

# Collective Impact at the Community Level - Cleveland

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# CEO IC Vision

- Cross-sector CEOs to collaborate with the public health and community stakeholders
- Aim will be to increase and foster health promoting behaviors in communities across the US and at the national level
- The initiative will be simple, scalable and sustainable
- Focus will be on accelerating and optimizing best practices for promoting and maintaining healthy weight
- Seeks measurable improvements



# Why Cleveland

- Recommendation from the National League of Cities to connect with Cleveland leaders.
- In addition:
  - A lot of activities focused on addressing social determinants of health & improving health indicators
  - Health indicators show a need for resources and support





# Productive Conversations & Relationship-Building

## Government Entities



## Business Community



## Health & Direct Service Providers



WE MET WITH OVER 70 PEOPLE & 30 ORGANIZATIONS



# Greater Cleveland Impact

2,600 + Employees in the Solon/Cleveland area

\$50 million + 125 high skilled jobs  
Impact of Product Technology Center  
opened in 2015

Six decades of manufacturing in Cleveland area  
with

- Stouffer's and Lean Cuisine in Solon
- Nestlé Professional (Minor's brand) at West 25th



# Health Means Business Forum

## April 6, 2016

### Goals:

- To create an enlightened national discussion with businesses about the interdependency between health and economic empowerment
- To promote a culture of health in the United States



**HEALTH MEANS  
BUSINESS**



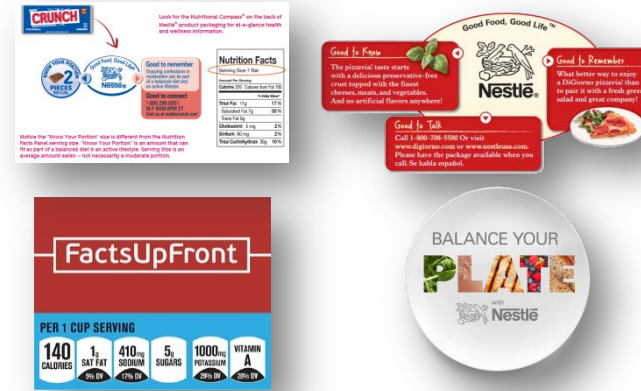




# Making Progress in Nutrition, Health and Wellness (NHW)



Improving our Products



Guiding the Consumer



Inspiring our Employees



Engaging with the Community





# Progressive Workplace Wellness Efforts



## Parental Support Policy

- One of the most progressive leave policies
- Impacts 51,000 U.S. employees + families
- Highlighted by President Bill Clinton at the Clinton Global Initiative



## Driving Health & Wellness for Employees

- “Race for the Good Life” incentivizes employees to take 10,000 steps daily
- Awarded internal Chairman’s Award



# Direct Community Investment



- Incentivize Solon employees to participate in community giving campaign by giving them 2 paid days off to volunteer
- Offer free, unbranded nutrition curriculum to teachers and families
- Donated more than 3 million pounds of food to Feeding America's Cleveland Food Bank between 2005 and 2015

# Collective Impact for Healthy Weight



- Businesses are key to promoting healthy weight for employees, families and our community.
- Businesses can leverage their position as local leaders to bring stakeholders together for integration, collaboration, and to drive culture change.

Questions?