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**LiveWell Colorado White Paper Addresses Building and Sustaining
Community Coalitions**

***Applicable Resource Discusses How to Sustain Coalitions
Focused on Healthy Eating, Active Living Strategies***

Denver, CO – October 29, 2009 – LiveWell Colorado (www.livewellcolorado.org), a non-profit organization committed to reducing obesity in Colorado by inspiring healthy eating and active living, today released a white paper, **“Understanding Your Community: The Key to Building an Impactful, Sustainable Coalition.”** The white paper, which complements a widely attended webinar recently hosted by LiveWell Colorado, is available for free download at <http://www.livewellcolorado.org/resources/white-papers>.

“Understanding Your Community: The Key to Building an Impactful, Sustainable Coalition” focuses on the importance of understanding a community’s population and circumstances when building a coalition to implement healthy eating, active living strategies. The white paper outlines steps that should be taken when preparing to build a coalition, understanding community members’ needs, and recognizing potential sources of resistance. It also offers tips, tools and best practices LiveWell Colorado has identified to effectively recruit and sustain a coalition.

The comprehensive white paper discusses:

- What is a Coalition?
- The Preparation Stage
- Understanding the Issues
- Understanding the Community
- Identifying and Addressing Resistance
- Defining the Coalition
- Recruiting the Coalition
- Sustaining the Coalition
- Achieving Results; and

- Case Studies

The two LiveWell Colorado community case studies offered in the white paper demonstrate how coalitions can be effectively built and sustained in different environments with varied strategic goals. LiveWell Westwood demonstrates how comprehensive research and thoughtful planning lead to effective strategy implementation, while LiveWell Longmont illustrates how a powerful coalition structure and patience when recruiting coalition members drives strong community engagement.

To access a recording of the webinar, visit <http://www.livewellcolorado.org/resources/webinars>; to download the white paper, visit <http://www.livewellcolorado.org/resources/white-papers>.

About LiveWell Colorado

LiveWell Colorado is a non-profit organization committed to reducing obesity in Colorado by promoting healthy eating and active living. Leading a comprehensive approach, LiveWell Colorado inspires and advances policy, environmental and lifestyle changes that aim to provide every Coloradoan with access to healthy foods and opportunities for physical activity in the places they live, work, learn and play. For more information about LiveWell Colorado, visit www.livewellcolorado.org.

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