# Spotlight: Using Data to Support a Healthy Eating and Active Living Coalition in California's Central Coast

## Background

This document highlights the Nutrition and Fitness Collaborative of the Central Coast (NFCCC), a coalition led by the Monterey County Health Department that promotes healthy eating and active living. The coalition's diverse members include health care providers, farmers' markets, schools, county parks, and nonprofits. This resource describes how NFCCC collects and uses data to sustain support and funding.

## Collaborative Data Collection

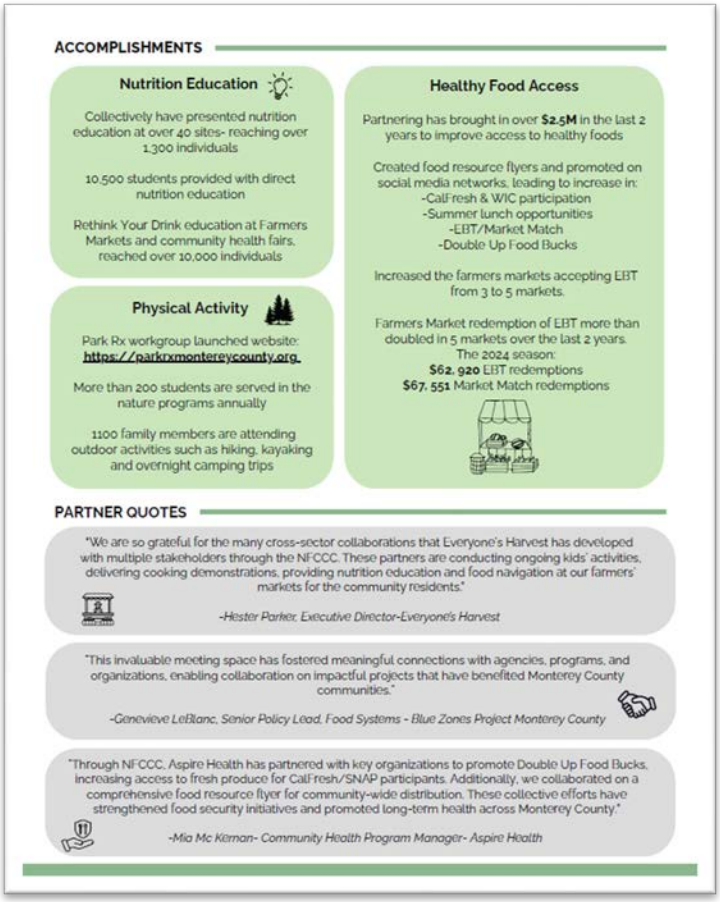
Working together, NFCCC partners collect and use data to demonstrate impact, build support among funders and county officials, and pursue new funding opportunities to expand and sustain their activities.

**Compiling data across coalition members.** To demonstrate collective impact within the community, the County of Monterey Health Department coordinates with members to produce a two-page data brief that is updated annually. The brief shares key quantitative accomplishments and quotes that highlight how the collaborative work of the coalition has amplified its impact. In addition, NFCCC collects qualitative data on the experiences participants have in its programs.

**Using data to sustain coalition activities.** The coalition uses the brief and qualitative data to generate support and secure additional funding in the following ways:

- **Supporting funding applications.** The Health Department shares the brief with coalition members for use in grant proposals. Members often include each other in applications and use data from the brief along with stories from participants to highlight the value of their partnership in the community and how working across organizations magnifies impact.

**Figure 1. Data brief**



- **Generating buy-in and political support.** The Health Department shares the brief and participants' stories with local officials and county leadership to encourage continued support. Members are also encouraged to tailor the brief and share it with key audiences who support their work.

## Keys to Success

To support coalition members with data collection and identify new funding opportunities, the Health Department uses the following strategies:

**Designating a time to discuss accomplishments.** At the end of each year, NFCCC has a meeting in which members share one or two of their biggest accomplishments. These discussions generate data and quotes for the brief and incentivize members to track their work and accomplishments.

**Limiting data collection burden.** The brief features data that coalition members are already collecting for grant requirements, which minimizes extra work. For example, several NFCCC partners were actively tracking the number of nutrition education events they facilitated and the number of people served at these events.

**Sharing funding opportunities.** NFCCC distributes newsletters highlighting upcoming funding opportunities. Coalition members then work together to determine who should be the lead applicant, which key accomplishments to highlight in the application, and how to distribute funds across member organizations.


### Acknowledgements

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