

Theory Of Change

the heal PROJECT

HEALTH · ENVIRONMENT · AGRICULTURE · LEARNING

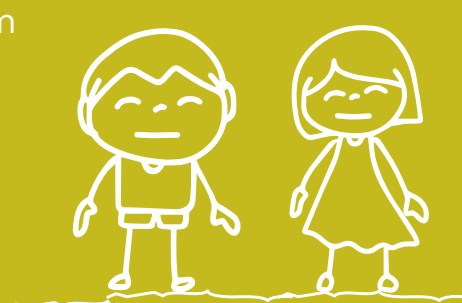
PROBLEM

Kids' behavior today is different from any generation before them:

- Poor diets full of convenience foods
- Lack of connection with the outdoors
- Excessive screen time

We now see short and long term consequences of these choices.

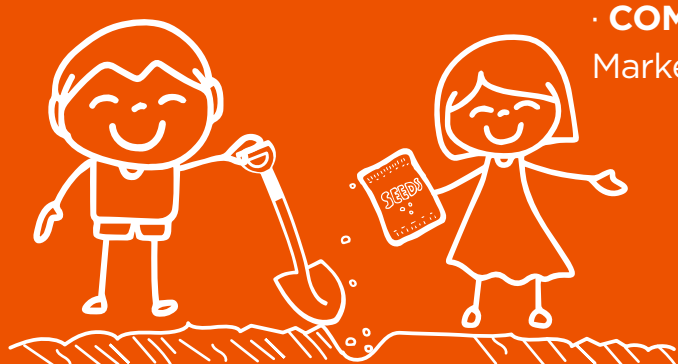
Kids need to be connected.



STRATEGY

Teach kids where food comes from and why it matters.

- **SCHOOL** Garden Programs
- **FARM** Field Trips & Camps
- **COMMUNITY** Farmers' Market & Food Systems Leadership in SMC



SHORT TERM RESULTS

- Confidence to prepare a healthy snack
- Local agriculture and food systems knowledge
- Overcome fear of trying new foods



CONNECTION

Kids develop a sense of wonder, knowledge, skills and confidence

LONG TERM RESULTS

- Confidence to make healthy choices and influence family
- Understand the connection between food & the environment
- Practice social responsibility & environmental stewardship



VISION

Children grow up to become **ENGAGED CITIZENS** in a world where everyone understands the connection between our food, our health, and our environment.



We grow healthy kids from the ground up.