Get Healthy Camden Awarded $25,000 from General Electric’s HealthyCities Leadership Academy Challenge

Camden, NJ – General Electric (GE) recently announced nine winners of the HealthyCities Leadership Academy Open Innovation Challenge, and Get Healthy Camden is one of the nine initiatives around the country awarded funding. As part of being named a winner, Get Healthy Camden, along with each of the winning communities, receives an initial award of $25,000 in prize money to help develop population health improvements through partnerships with public and private entities, and will be eligible for a final prize award of $250,000 after a year of collaborative learning and support.

“We are thrilled to have been named one of the nine recipients to receive this vital and valuable grant for deserving communities across the country,” said Anthony J. Perno, Esq., CEO of Cooper’s Ferry Partnership. “Our focus at Get Healthy Camden is to advance policy, systems and environmental changes that create equity and sustainability for a healthier Camden. This grant money moves us one step closer to helping us achieve that goal, as we continue to work towards improving the health of Camden by sharing best practices and developing a long-term, viable sustainability plan. These efforts are possible because of the dedication of our partners – Campbell Soup Company, Camden County Department of Health and Human Services, Center for Family Services, New Jersey Partnership for Healthy Kids, Rutgers Cooperative Extension of Camden County, Rutgers-Camden School of Nursing, United Way of Greater Philadelphia and Southern New Jersey and the YMCA of Burlington and Camden Counties.”

HealthyCities Leadership Academy is a new program to mentor and support leaders in their communities as they develop and support new strategies to tackle population health challenges. As part of GE’s healthymagination commitment, the goal of the initiative is for community and business leaders to work together to help the cities, towns and communities where they live and work to address significant health challenges.

“GE is committed to enabling better health for more people through supporting the development and deployment of innovative population health strategies,” said Sue Siegel, CEO, GE Ventures and healthymagination. “Improving the health of a community is a complex effort that requires collaboration from many stakeholders. Each of the nine winning proposals brings in local businesses to help governments, foundations and private organizations more effectively develop and implement community health initiatives that truly make a lasting impact.”
The winning communities were determined after a thorough evaluation of all eligible entries based on their ability to demonstrate a clear potential to improve the health of all socioeconomic strata of the targeted community. Selections were determined by a panel of distinguished judges who have expertise in the fields of population health, public health and healthcare.

As part of the HealthyCities Leadership Academy program, Get Healthy Camden, along with the other eight winning communities, will participate in a year-long learning collaborative that kicked off with a two-day, in-person workshop at GE’s Global Leadership Institute in Crotonville, New York, on October 11-12, 2016. The workshop included in-person and virtual training sessions by experts in the field of health and the broader determinants of population health, site visits by many of these experts and GE to provide peer support and mentorship around the winning community program being implemented, and other opportunities to create connections, partnerships and innovations that incubate and scale their ideas. At the conclusion of the program in 2017, the most successful of the nine communities will then compete for additional funds from a total pool of $250,000.

For more information and to learn more about the program, visit www.healthycitiesleadership.com.

About GE:
GE (NYSE:GE) is the world’s Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the “GE Store,” through which each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry. www.ge.com

About GE’s healthymagination commitment:
GE’s healthymagination commitment is about better health for more people. We continuously develop and invest in innovations that deliver high-quality, more affordable healthcare to more people around the world. For more information about our healthymagination commitment, visit www.gesustainability.com.

About Get Healthy Camden:
Get Healthy Camden is a collective impact collaboration focused on creating sustainable and equitable change for a healthier Camden. This initiative works towards convening, connecting and empowering community partnerships to implement systems, environment and policy-changing strategies that help children and families to achieve a healthy weight in Camden. The initiative is lead by Cooper’s Ferry Partnership and funded by Robert Wood Johnson Foundation and New Jersey Health Initiatives. It also serves as the Health & Wellness workgroup for the Camden Promise Zone.

About Cooper’s Ferry Partnership:
Cooper’s Ferry Partnership (CFP) is a nonprofit economic development organization that is dedicated to planning and implementing high-quality urban redevelopment projects to help revitalize the City of Camden. CFP partners with public, private and local leaders to strengthen Camden’s connections to its parks and waterways; leverage public investment into infrastructure and real estate; and cultivate well-programed civic spaces that will encourage people to live, work, invest, and play in the City of Camden.

# # #