



Innovation Collaborative

CEO

About

The CEO Innovation Collaborative is an ad hoc activity associated with the Roundtable on Obesity Solutions at the National Academies of Sciences, Engineering, and Medicine (The National Academies). This ad hoc convening activity fosters information sharing and collaboration toward the Roundtable aims as well as progress on findings highlighted in prior National Academies reports. Any products and activities associated with this collaborative does not necessarily represent the views of any one organization, the Collaborative, the Roundtable, or the National Academies and has not been subjected to the review procedures of, nor are they a reports or products of, the National Academies.

Vision

CEOs from diverse private and public sectors will collaborate with the public health and community stakeholders working in the area of health improvement 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 – with a focus on accelerating and optimizing best practices in preventing obesity and maintaining healthy weight for measurable improvements across the lifespan.

Approach

CEO Innovation Collaborative (IC) members will provide advice and encouragement on the development and implementation of one or more pilots of community-based initiatives that reflect the CEO IC's vision and seek to engage the business community in community health improvement initiatives across the lifespan. The CEO IC will incorporate the relevant work and experience of Roundtable on Obesity Solutions members and the other Roundtable ICs into the assistance provided to the pilot(s). The learnings from the pilot(s) will be broadly disseminated.

Leadership

Paul Bakus
Nestlé USA

Tracy Zvenyach
Novo Nordisk, Inc.