

# Partners for Healthy Kids: A new name for a 20-year-old community partnership.

FORMER NAME: Communities in  
Collaboration Council (CICC)



## **PARTNERS**for Healthy Kids

*Focused on well-being.  
Committed to collaboration.*

### **About the name:**

The shorter, more memorable name explains the group and its purpose.

**PARTNERS:** The organization is a broad-based community partnership of education, healthcare, business, non-profit and community leaders who care about the kids in the Wayzata School District.

**HEALTHY KIDS:** Partners work collaboratively to support the physical, mental, emotional, social, and economic health and well-being kids and their families. They serve children and youth from infancy through high school that live or attend school in the Wayzata School District.

### **About the tagline:**

The tagline supports the name and further clarifies the organization's purpose.

**FOCUSED ON WELL-BEING:** Well-being goes beyond a specific disease or diagnosis and has broader implications, like feeling safe and valued.

**COMMITTED TO COLLABORATION:** Collaboration is the essence of how the organization operates.

### **About the new logo:**

The new logo reflects a dynamic, synergistic organization that serves as a hub, bringing together people, organizations and ideas.

The radiating lines are bright pathways for the exchange of ideas and information. Their varied lengths represent diverse voices. Together, they produce a collaborative burst of energy, information and optimism for improving the health and well-being of our kids.

The colors represent the blue and gold of the Wayzata Public School District intermingled with bright, primary, kid-centric colors reflected in various partner logos.

### **About the footer:**

The footer, Serving kids and families in the Wayzata Public School District, gives further clarity to the organization's focus.

### **School District Role:**

Partners for Healthy Kids is one of 47 Family Services Collaboratives in Minnesota. The service area is defined by the geographic boundaries of the Wayzata Public Schools. It is not a program of the school district, but the school district is one of the partners and the fiscal agent. Many school district departments and leaders are members.