



**KANSAS CITY
MISSOURI**

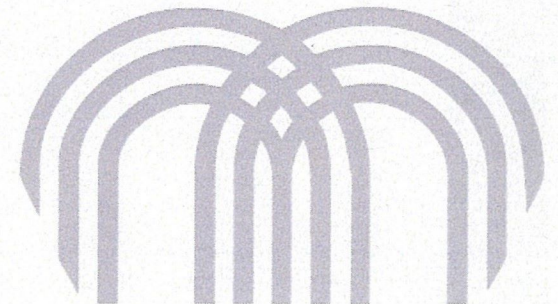
Health Department

1

ORDINANCE 240562: The Community Wellness Ambassadors (CWA) Program

July 16, 2024

Neighborhood, Planning, and Development Committee



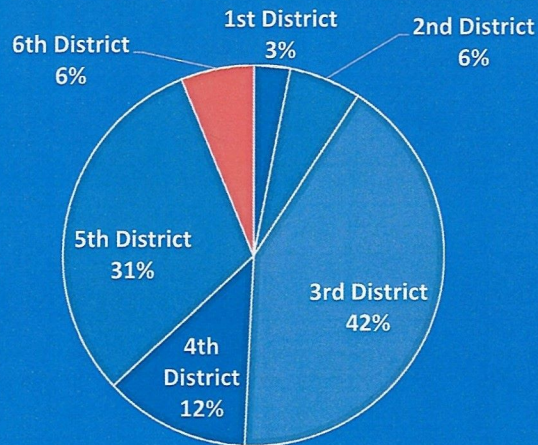
Ordinance 240562

Community Wellness Ambassadors (CWA)

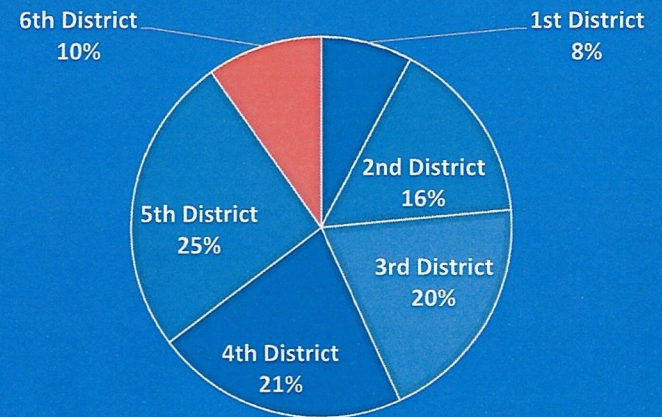
- This grant funds annual cohorts consisting of residents reporting to the Health Department monthly for training before returning to their communities to share the information, aiming to foster a healthier Kansas City.
- This year, the ambassadors have conducted 35,000 activities throughout Kansas City, with an additional 74,100 activities reported throughout Fall and Winter 2023.
- Running a program of this scale naturally incurs operating costs. All Community Wellness Ambassadors receive a monthly stipend that reflects our appreciation for each ambassador's contributions as the program continues to grow. Additionally, we incur administrative costs for financial and catering services.
- The cohorts run on a 10-month cycle, ending in May. During this period, administrative staff assists with event planning and coordination, data gathering, and collaboration with the Community Capital Fund for fiscal management.

Program Operations

2024-2025 COHORT APPLICATIONS
RECEIVED BY DISTRICT



2024-2025 COHORT AMBASSADORS BY
DISTRICT





**KANSAS CITY
MISSOURI**

Health Department

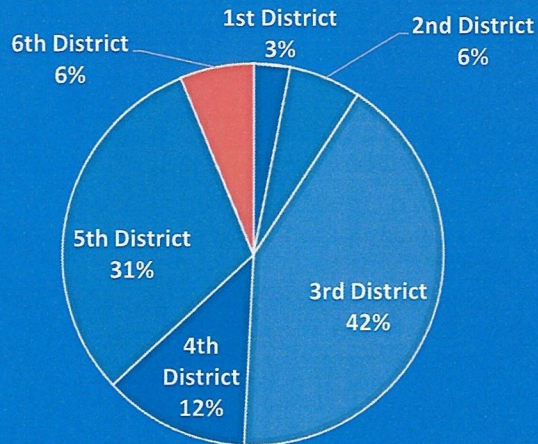
2

The Community Wellness Ambassador Program Overview

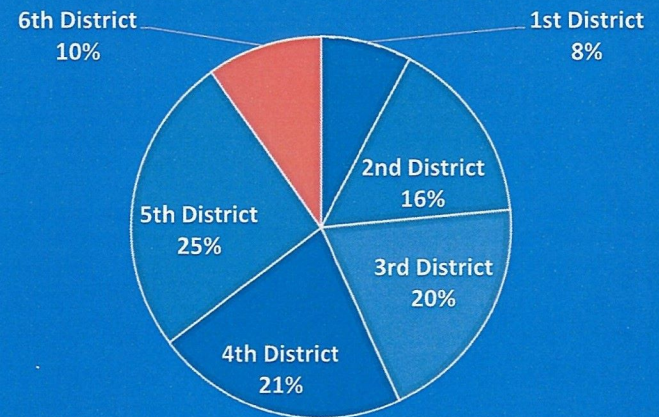


Program Operations

**2024-2025 COHORT APPLICATIONS
RECEIVED BY DISTRICT**

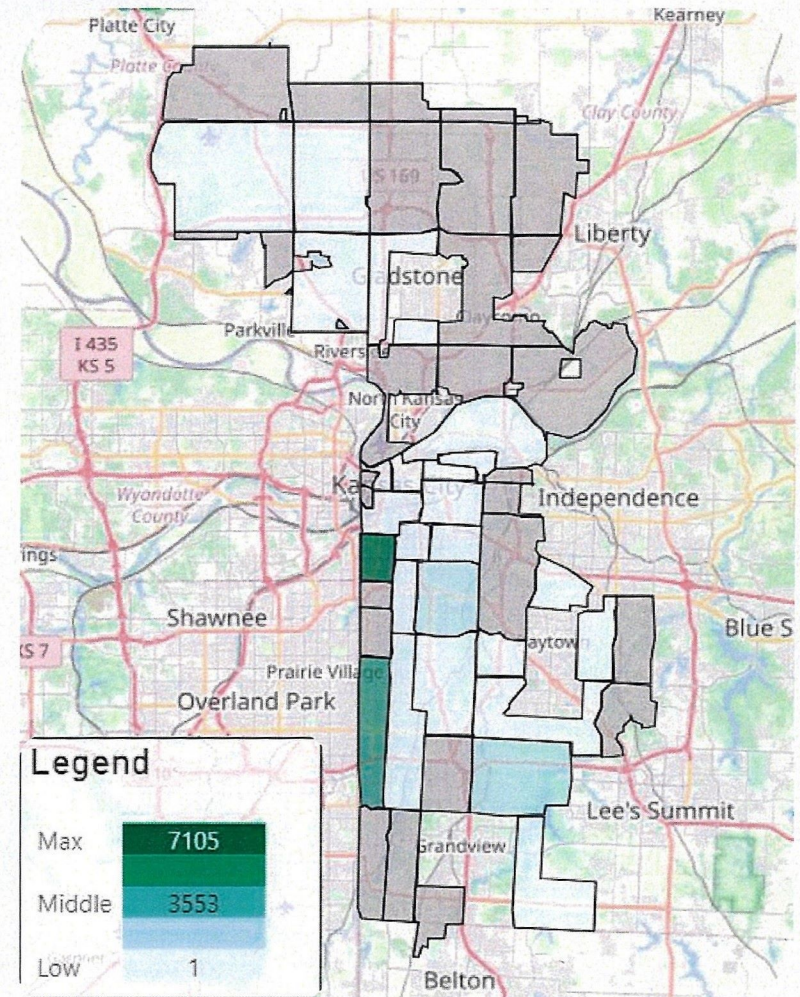


**2024-2025 COHORT AMBASSADORS BY
DISTRICT**



2024 CWA REACH Data

From January 1st through date our Community Wellness Ambassadors have conducted 35,000 activities throughout the Kansas City area.



Cost Trend

