

RHDG

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Working to Move Youth Forward

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Riezebos Holzbaaur (RHDG) has been tapped by i.e. Communications to design The California Endowment Fund's Move Youth Forward website. The Move Youth Forward program focuses on improving the health and well-being of youth in California by encouraging school discipline and success, juvenile justice, community safety, and career pathways.

RHDG's contribution to the Move Youth Forward program includes brand development, website design, and content strategy. The program's website is expected to launch in August 2011 and is intended to be an online resource offering data, research, programs, policies, and news. This valuable information will help to inform advocates, policymakers, and practitioners of what can be done to ensure California youth have the opportunity to be healthy and successful.

The California Endowment is a private, statewide health foundation that was created in 1996 as a result of Blue Cross of California's creation of WellPoint Health Networks, a for-profit corporation. This conversion set the groundwork for their mission to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians.

To learn more about The California Endowment Fund, please visit their website at www.calendow.org.