

ALIGNMENT OF PROJECT/EVENT TO HEALTHWAY SPONSORSHIP OBJECTIVE

The following decision logic provides assistance in determining whether a project(s)/event(s) appropriately aligns to a particular Healthway sponsorship objective (I.e. The level of 'fit' the project(s)/event(s) has with the priority areas of the objective).

The project/event alignment is considered for each of the following Healthway sponsorship objectives:

Message Promotion

Healthy Participation

Structural reform





