

2014 ANNUAL PROGRESS REPORT EXECUTIVE BRIEF





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THE FOUNDATION RISES

CONSTRUCTING A LEGACY OF GOOD HEALTH

When you commit yourself to a worthy cause, you go into it with a lot of passion and enthusiasm, along with optimism and hope. You're optimistic that what you're trying to accomplish will take hold. You hope that your dedicated hard work will result in real progress that can change lives. You want to believe you can truly make a difference.

But until you're knee-deep in the work, you never really know if you'll succeed.

The Partnership for a Healthier America is now more than knee-deep in the work. And while it's true that we're still in the early stages of tackling a problem of towering proportions, it's clear that we're now helping to make real progress toward meaningful and lasting change.

We set out in 2010 to end the childhood obesity crisis by transforming the marketplace, so that the healthy choice would become the easy choice for American families. Well, look around. Today, there are healthier choices where there used to be none.

PHA now has more than 150 private sector partners and supporters, who are increasing access to healthier, affordable meals; creating safer places for children to play; offering more opportunities for kids to get up and move before, during and after school; and helping parents understand how to provide healthier meals whether at home

or on the go. From the shelves of Walmart to major food companies to restaurants, hotels and childcare centers across the country, PHA and its partners are now reaching nearly every American.

As you'll see in the following pages, thanks to the dedication and commitment of our partners, the marketplace is shifting to not only include healthier choices, but also to actively promote them to American families.

We are seeing families make those healthier choices—even demand them—so that our partner companies are reaping dual rewards: Not only are they doing the right thing, they're doing the profitable thing.

As we hoped that it would, the healthier choice is becoming the easier choice for American families and businesses alike. While there is still much work to be done, we are helping create something strong and enduring: demand for healthier options by American families.

JAMES R. GAVIN III, MD, PHD

CHAIRMAN OF THE BOARD, PARTNERSHIP FOR A HEALTHIER AMERICA



A MESSAGE FROM

FIRST LADY MICHELLE OBAMA

Five years ago, when we launched Let's Move! and the Partnership for a Healthier America, childhood obesity rates were rising; there often were not enough healthy, affordable options for kids in school lunchrooms, restaurants and on grocery store shelves; and many parents were frustrated, eager to make healthier choices, but too often unable to find or afford them.

I'm proud to say that, today, because of the dedication and commitment of PHA and its partners, that is now beginning to change. Over the past five years, we have begun to reshape the conversation and transform the culture around healthy eating and living in this country.

And today, we're starting to see some real results: After rising for years, childhood obesity rates are leveling out nationwide and declining among pre-school aged children.

Thanks to the work of PHA, its partners and the momentum they've created, kids today are growing up in a nation where daycare centers provide healthy after-school snacks and more opportunities to run and play; where families can find more fruits and vegetables on children's menus and have better access to grocery stores that stock affordable, healthy food; and where communities provide more parks, athletic programs, safe play spaces and sidewalks that make it easier for kids to walk to and from school. And when they get older, our young people will find college campuses that offer healthier, more nutritious meal options.

Initiatives like Drink Up have helped get people excited about drinking more water, increasing water consumption by 68 million servings in the past year alone. Let's Move! Active Schools has expanded to include more than 15,500 schools

that will be ensuring that kids get at least 60 minutes of physical activity per day.

Taking a page from successful corporate marketing strategies, PHA has engaged characters that speak to our youngest audiences. Partnerships with Sesame Street and Dr. Seuss are making eating well and being active more fun and appealing. And PHA has also launched FNV, a celebrity-driven campaign that gets teens and parents excited about fruits and vegetables.

These achievements represent real progress, but when one in three children are still overweight or obese, with African American and Latino children disproportionately affected, we still have a great deal of work to do.

It took years for our childhood obesity epidemic to develop, and it will take years for us to reverse it. That is why we all need to commit to this effort for the long-term and refuse to give up until we have solved this problem once and for all. As I said at PHA's 2015 Summit, my personal commitment to this work won't end when I move out of the White House - I'm in this for good. And I know I can count on all of you to keep fighting alongside me, for as long as it takes. Our children deserve nothing less.

Thank you for all that you've done the past five years, and for all that you'll continue to do as we forge ahead together.

FIRST LADY MICHELLE OBAMA

HONORARY CHAIR, PARTNERSHIP FOR A HEALTHIER AMERICA





PHA PARTNER COMMITMENTS



REACHING NEARLY 6 MILLION KIDS IN CHILDCARE AND OUT-OF-SCHOOL TIME PROGRAMS WITH HEALTHIER FOOD AND INCREASED PHYSICAL ACTIVITY BY 2020

3.9 MILLION
KIDS MOVING MORE

OVER THE NEXT DECADE,
MARKET CHANGES WILL
INCREASE NUTRIENTS AND
REDUCE CALORIES, FAT AND SODIUM
AND OFFER HEALTHIER FOOD
CHOICES FOR BILLIONS OF
CUSTOMER VISITS AT HOTELS,
RESTAURANTS, CONVENIENCE
STORES AND GROCERY STORES
AROUND THE COUNTRY



THE DRINK UP CAMPAIGN DROVE A 4% SALES LIFT AMONG PEOPLE EXPOSED TO IT

MORE THAN 15,000
LET'S MOVE! ACTIVE
SCHOOLS WILL REACH
OVER 9 MILLION
CHILDREN IN ALL 50 STATES



PRIVATE SECTOR
ORGANIZATIONS
HAVE JOINED PHA
TO MAKE MEANINGFUL
COMMITMENTS TO
HELPING END
CHILDHOOD OBESITY

THE BIG PICTURE

THE PHA FRAMEWORK

The year 2015 marks PHA's fifth anniversary – a milestone made all the more significant by the fact that we've now topped 150 partners and supporters, representing an ever-widening swath of corporate America, including everything from convenience stores to our first automobile manufacturer. Our goal as we move forward is to continue to bring on board new partners, as well as help current partners find opportunities to build on their initiatives, so that we can maximize and leverage our efforts to eliminate the childhood obesity crisis in America.

PHA partners understand that the commitments they make, and the progress they make toward reaching them, will be verified by an independent third party and shared with the public. In this respect, PHA plays a critical and unique role. It's easy to stand up at a press conference and promise to deliver a healthier product or service. PHA's job is not just to secure that commitment, but also to help ensure our partners deliver. Whether they do or they don't, we let you know about it.

Data outlining progress for each of our partners and initiatives can be found in an online database available for viewing at progressreports.ahealthieramerica.org. We encourage you to look through it carefully. You'll note both in the database and on the following pages that some of our partners have fulfilled or even exceeded their initial commitments. Others are still working toward those goals. One, unfortunately, has not

met its commitment. They all deserve your attention and scrutiny.

Collectively, our partners have done an outstanding job fighting to increase healthier choices and opportunities for America's kids and we hope you'll publicly recognize their efforts, as we do. If they offer healthier options that your family likes, show your support at the cash register.

As PHA Honorary Chair First Lady Michelle Obama said at the PHA Building a Healthier Future Summit in February 2015, "... at the end of the day, we know who has the real power here, and it is not the special interests – it is consumers. With every product people buy at the grocery store, they're casting their vote for the kind of food they want for their families. And if we keep giving moms and dads the information and support they need to demand healthier choices, then companies will provide those choices."

The pages that follow include an overview of progress for each of our partners in five broad categories: Early Childhood and Out-of-School Time, Food Access, Marketplace, Physical Activity and Healthcare. We've also highlighted new initiatives, as well as expansions or changes to old ones.

As we look back over the past five years, we couldn't be more proud of the work we've accomplished together. We hope you feel the same, and look forward to hearing your feedback.

METHODOLOGY

One of PHA's main goals is to ensure that commitments made are commitments kept.

To assess the progress of PHA partner commitments, we work with a team of external verifiers, including:

- Altarum Institute
- Center for Active Design
- Food, Nutrition & Policy Consultants LLC
- RTI International
- Rudd Center for Food Policy and Obesity

Together, the verifiers approach the process with three goals:

- to design verification methodologies that will yield valid, meaningful data and ensure partner accountability;
- 2) to establish processes that are feasible to implement in real-world settings without undue data collection and/or reporting burdens on partners; and
- 3) to strive for consistency in reporting across indicators and data sources, while maintaining a level of flexibility in approaching the verifications process such that unique circumstances, abilities and data systems can be accommodated as necessary to document progress.

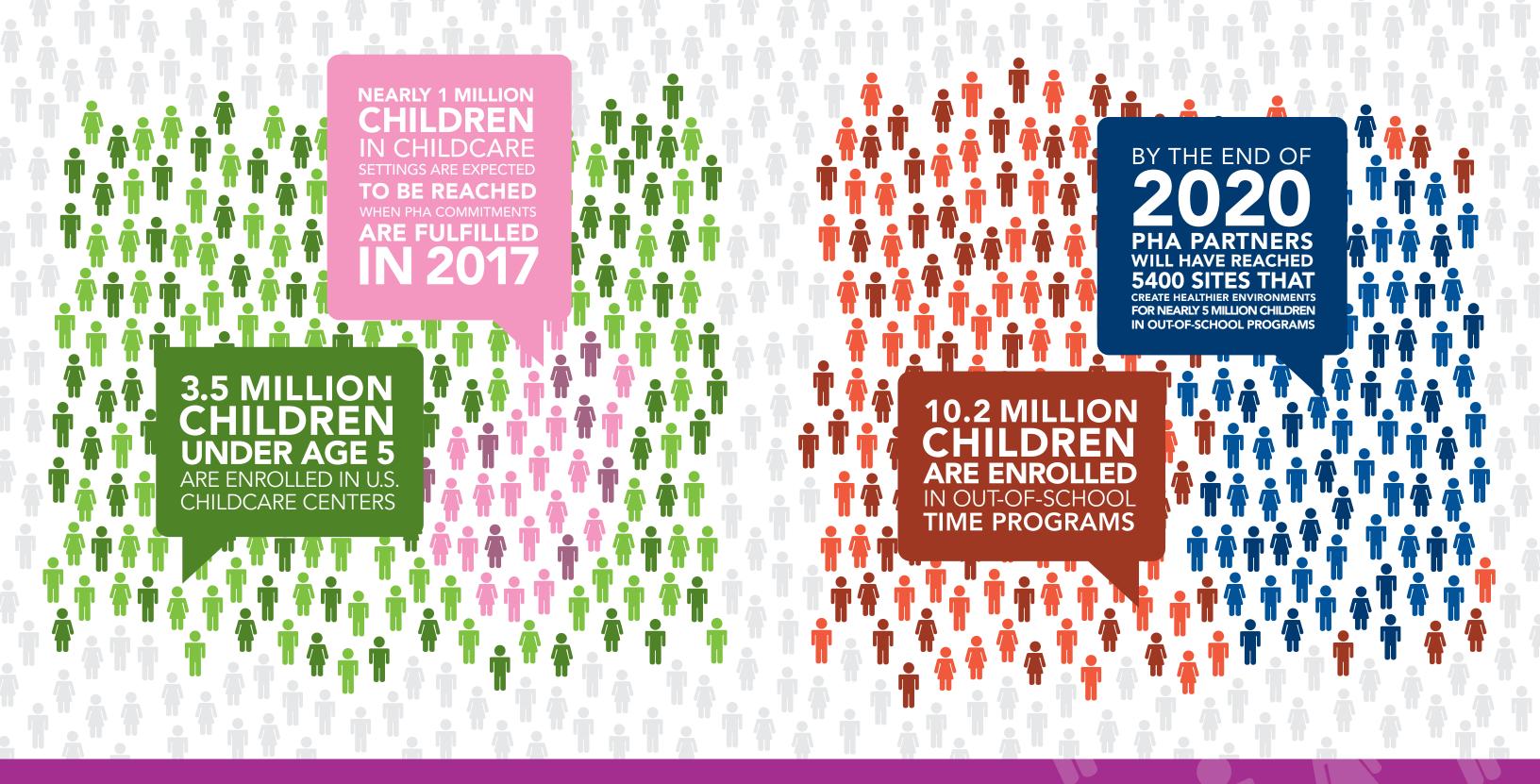
The general methodology in approaching the verification process is as follows:

- Gather background information on commitments
- Operationalize commitment elements and identify appropriate indicators and data sources
- Work with PHA and its partners to establish or confirm methods for collecting and reporting data
- Develop tools to assist partners in data collection and in the reporting process
- Collect, verify and summarize data

Specific methodologies are developed in tandem with each commitment and include using standardized tools – such as the Wellness Child Care Assessment Tool – as well as menu and nutrient analyses and GIS software that maps new grocery stores against USDA-designated food desert census tracts or low supermarket access (LSA) areas.

More detailed methodology for each partner is outlined in the online companion to this report, available at progressreports.ahealthieramerica.org.





EARLY CHILDHOOD AND OUT-OF-SCHOOL TIME



EARLY CHILDHOOD & OUT-OF-SCHOOL TIME

Our Early Childhood and Out-of-School Time partners have collectively promised to offer the more than six million children in their care healthier food and increased physical activity by 2020.

PHA childcare partners promise to serve fruits and vegetables with every meal; feed kids in a family-style setting; provide a minimum of one to two hours of physical activity each day; and limit screen time activities for the children under their care.

Our Out-of-School Time partners – YMCA of the USA, Boys & Girls Club of America (BGCA) and the National Recreation and Park Association (NRPA) – have likewise committed to meet healthier eating and physical activity guidelines.

COMPLETED COMMITMENTS

Bright Horizons and New Horizon Academy implemented programming, policies and procedures to be used in daily operations at their child care centers to provide children with healthier food choices and the recommended amount of time dedicated to physical activity.







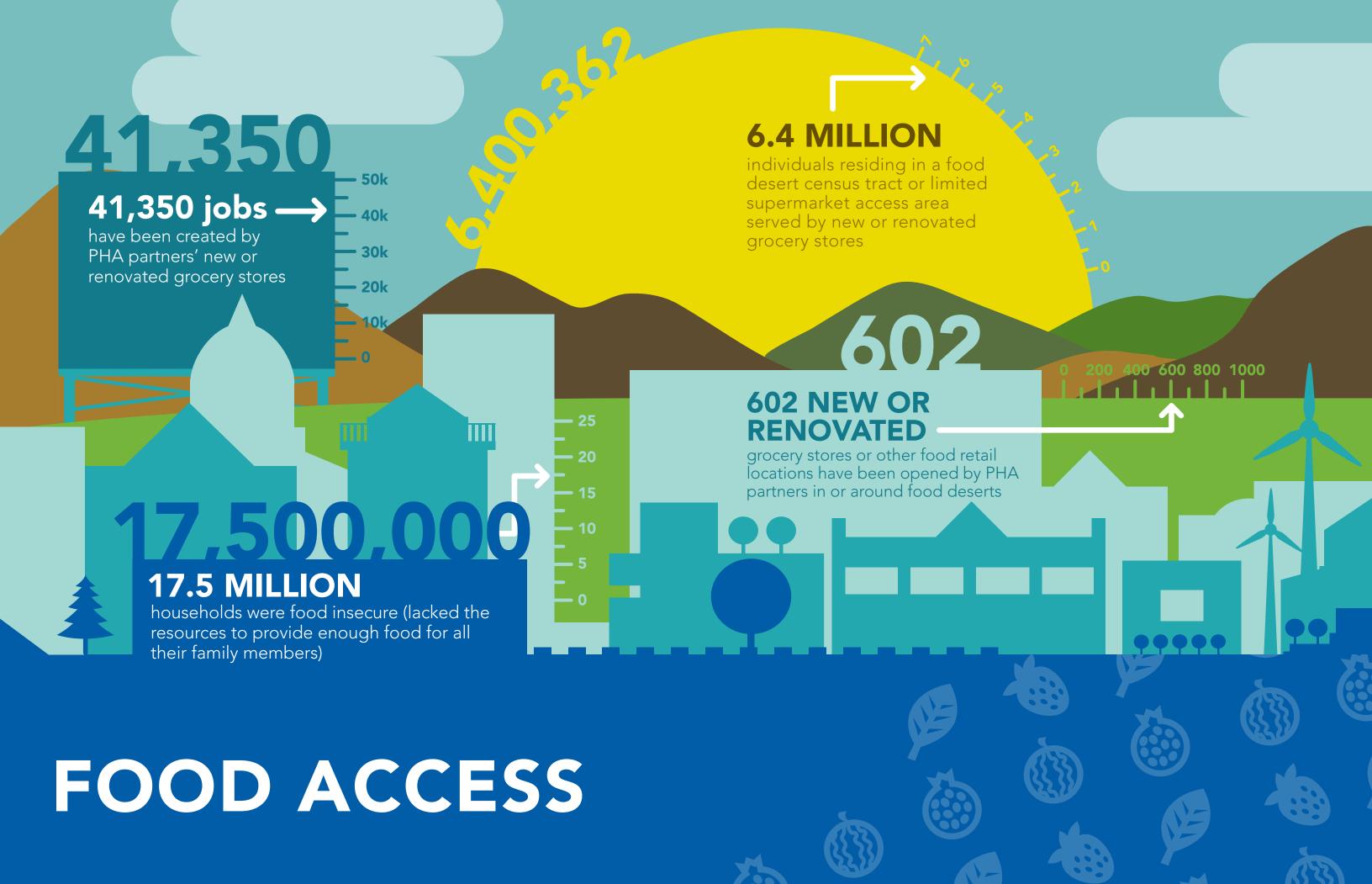














FOOD ACCESS

PHA Food Access partners help to ensure that where you live doesn't determine what you eat. Our partners have increased access to healthier, affordable food for more than 6.4 million people living in communities with limited options for grocery shopping, by opening more than 600 new or renovated food stores to date. In the process, they brought more than 40,000 new jobs to those neighborhoods.



Ahead of its July 2016 deadline, Walmart opened or renovated a total of 392 stores in or around food-scarce areas, exceeding its commitment by 117 stores.

Brown's built one store, and significantly expanded a second, in or around a food desert, also completing this work before its July 2016 deadline.









the fresh grocer











MARKETPLACE

Whether they're reformulating products to include healthier ingredients, offering healthier choices on children's menus, increasing marketing of healthier products or featuring healthier snacks in prominent food displays, PHA partners are working hard to create a marketplace that encourages improved nutrition for America's youngest consumers. Restaurants and hotels, convenience stores and marketers are all doing their part to ensure that the healthy choice is the easy choice for parents and children at home or on the go.

COMPLETED COMMITMENT

Healthy Weight Commitment Foundation surpassed its 2015 goal, removing 6.4 trillion calories from items in the marketplace and exceeding its pledge by more than 400 percent.































SUCCESS STORY eat brighter!™

Just a year after the Produce Marketing Association, Sesame Workshop and PHA launched the eat brighter! TM movement, an initiative created to inspire children and their families to eat more fresh fruits and vegetables, nearly 60 companies have signed on and more than 30,000 retail stores are accepting eat brighter! TM branded products. eat brighter! TM was also featured in a Funny or Die video with First Lady Michelle Obama, Big Bird and Billy Eichner, comedian and host of Funny or Die's "Billy on the Street." The video received more than 500,000 views. Additionally, initial reports from eat brighter! TM participants indicate sales of fresh fruits and vegetables are increasing.





PHYSICAL ACTIVITY



PHYSICAL ACTIVITY

Active kids do better, and PHA's physical activity partners understand that. Some have committed to increasing sports programming for youth and providing greater opportunities for physical activity before, during and after school, while others are helping to ensure that America's kids have safe places to play within their communities.

COMPLETED COMMITMENTS

Varsity Brands developed and implemented a Cheer for a Healthier America program for high school and college cheerleaders at Varsity summer camps that included education and peer-led physical activity challenges.



















LET'S MOVE! ACTIVE SCHOOLS

An initiative that strives to make a minimum of 60 minutes of physical activity per day the norm at our nation's schools, *Let's Move!* Active Schools has now registered over 15,000 schools, reaching more than nine million students.

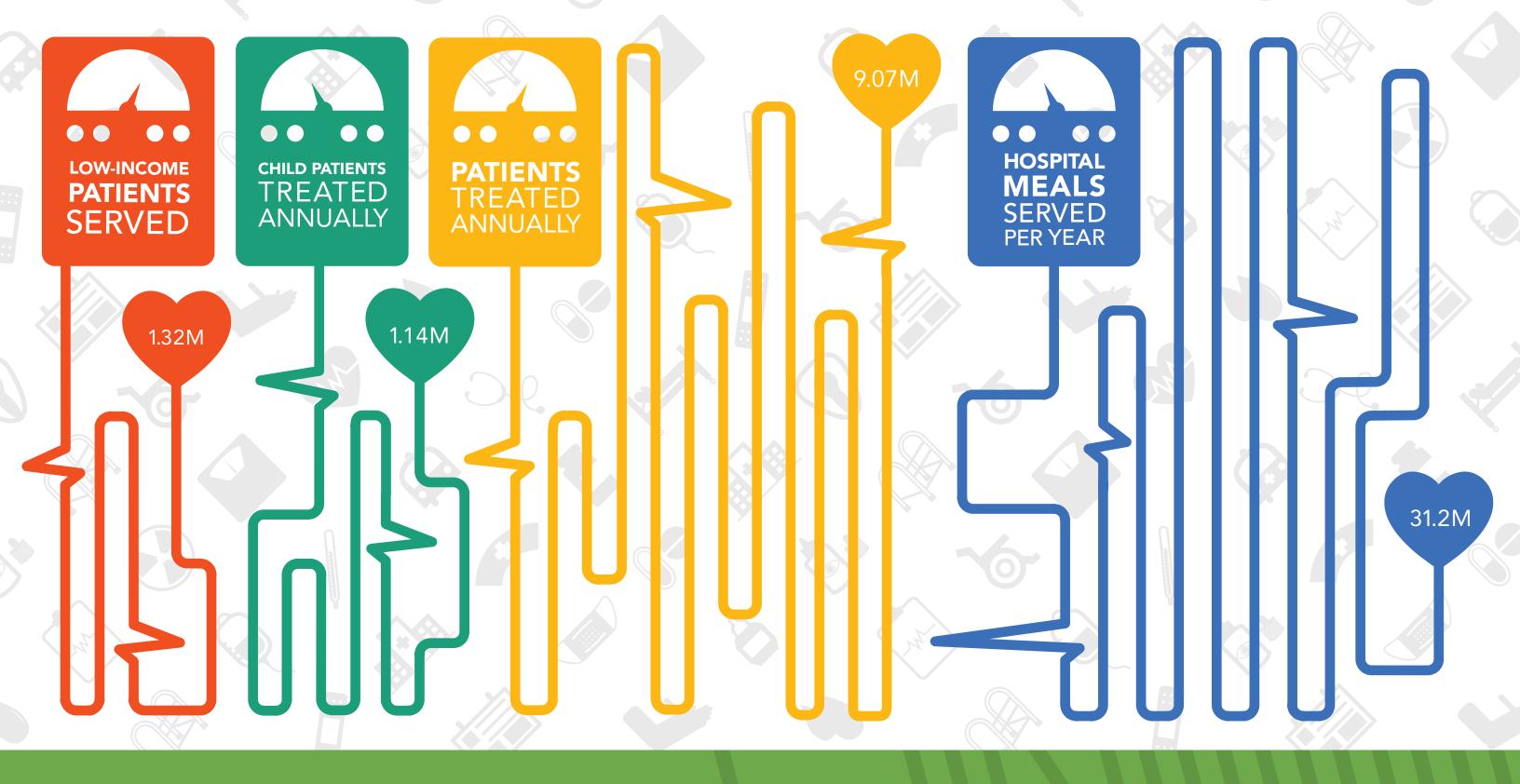
Now led by an executive director sitting within PHA, *Let's Move!* Active Schools helps schools create a culture in which physical activity supports health, learning and academic success, by incorporating movement into programs before, during and after school hours. Participating schools make physical activity a priority for both students and staff and engage with the community to develop the school as a center for inclusive and fun physical activity. *Let's Move!* Active Schools works on the premise that active kids do better: they have higher test scores, better behavior, higher attendance, lower obesity rates and are more likely to develop a lifetime of healthy habits.

Supporters include: Action for Healthy Kids; Alliance for a Healthier Generation; BOKS; ChildObesity180; GENYOUth Foundation; Kaiser Permanente; Let's Move!; NBA FIT; NIKE, Inc.; Partnership for a Healthier America; President's Council on Fitness, Sports and Nutrition; SHAPE America; SPARK; and the U.S. Department of Health and Human Services.

"I quickly found out that Let's Move! Active Schools is free and user-friendly, which is imperative to sustainability and buy-in, but even more, it evaluates physical activity and physical education programs, delivers an Action Plan, and provides access to great resources and personalized help along the way."

MARIO REYNA, coordinator for K-12 Health & Physical Education
After School Enrichment Programs for McAllen, TX Independent School District

24 PARTNERSHIP FOR A HEALTHIER AMERICA 2.



HEALTHCARE



HEALTHCARE

PHA's Healthcare partners are making healthier choices easier in hospitals and in their provider offices. The more than 700 hospital partners taking part in our Hospital Healthier Food Initiative recognize that hospitals are places dedicated to making people healthier and therefore should naturally be places that promote good health throughout the building – including the cafeteria. These institutions have committed to providing healthy meal options for millions of patients and their families by meeting standards for nutrition, labeling, marketing and food preparation.

Electronic Health Record providers Cerner, GE Healthcare and the Physician's Computer Company (PCC) are taking a different tack: They're working with doctors to identify, manage and track childhood obesity by asking them to gather data on eating, sleeping and exercise behavior during patient visits and to share information and resources with families that encourage better health habits for their children. Part of this commitment includes creating a Healthy Weight Plan for each patient.

COMPLETED COMMITMENTS

Cerner developed electronic health record technologies that help primary health care providers develop healthy weight plans for patients and their families.





















































UNIVERSITY OF IOWA HOSPITALS & CLINICS

After the University of Iowa Hospitals & Clinics moved fruit from the front of the cafeteria to the checkout registers and decreased the price, fruit sales increased. At the same time, sales of the less healthy items that were originally at the checkout registers declined by approximately half. The customer's desire to have better fruit motivated the team to push food suppliers to deliver higher quality products to make them more appealing as well.

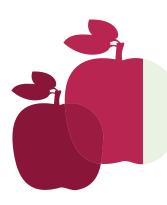
CHILDREN'S MERCY HOSPITAL

After Children's Mercy Hospital in Kansas City installed wellness meal stations in its cafeterias, sales of wellness meals increased sevenfold.



MEASURING SUCCESS

As is our charge each year, PHA reports the progress of each of its partners toward the commitments they have made. A full report on each partner, including statements from partners on their progress, can be found online at progressreports.ahealthieramerica.org. A list of the companies that were due to complete commitments in 2014 is below:



COMPLETED

Bright Horizons Family Solutions

Brown's Super Stores*

Cerner

Healthy Weight Commitment Foundation

New Horizon Academy

Varsity Brands

Walmart (food access)*

IN PROGRESS

GE Healthcare

PCC

NOT COMPLETED

Calhoun's

* Commitment completed earlier than scheduled

PARTNERS EMERITUS

Blue Cross and Blue Shield Association

ChildObesity180

Groupe SEB (All-Clad Metalcrafters, LLC and T-fal)

Kaiser Permanente

The Links, Inc.

Share Our Strength

United States Olympic Committee, in collaboration with:

United States Field Hockey Association

United States Olympians Association

United States Tennis Association Incorporated

U.S. Paralympics

U.S. Soccer Foundation

USA BMX

USA Cycling

USA Gymnastics

USA Swimmina

USA Track & Field, Inc.

USA Volleyball

EXPANDING OUR REACH

PHA'S NEWEST PARTNERS

PHA has continued to bring on board new partners in the fight against childhood obesity. These groups are helping to provide more nutritious meal options in hospitals; increase healthy living on college campuses; broaden healthier choices at convenience stores; provide more sports and fitness programming for American youth; and create healthier living spaces in low-income neighborhoods.

HEALTHCARE



The Fairview Health System of

Minneapolis, MN, and **El Camino Hospital** of Mountain View, CA, committed to offering the patients, guests and employees who eat at their facilities a wide range of nutritious and well-balanced meal options at affordable prices.

MARKETPLACE

SHEETZ

Sheetz, one of America's fastest-growing, family-owned and operated convenience store chains, will offer more nutritious options at its 475 stores, including more fresh fruits and vegetables, whole grains and non-fat or low-fat dairy products.

Loop

Vintner's Distributors, Inc., owner of Loop Neighborhood convenience stores in California, will offer healthier, more affordable food options at all of its current and future Loop Neighborhood stores and increase marketing and promotion of those items.

PHYSICAL ACTIVITY



Mercedes-Benz

Mercedes-Benz USA has committed to investing \$10.5 million in Laureus USA over the next three years to develop a national youth development, sports-based coaching force that is expected to impact 125,000 kids. Funds will be used to train, support and place more than 1,000 coaches in afterschool programs in 25 cities, with a specific focus in New Orleans, LA.





PHYSICAL ACTIVITY (Continued)







Blue Sea Development Company, Vitus Group and Urban Ventures LLC, developers of affordable housing, will implement active design strategies to ensure that the buildings they develop are designed to support good health where families live and play. Active design strategies may include indoor and outdoor spaces for physical activity, bicycle storage, sidewalks, grocery stores for residents, appealing stairs that encourage everyday use and programming to support resident health, among other features.











Sports, Kids in the Game and Safe **Routes to School National Partnership** joined Let's Move! Active Schools, connecting sports leaders with schools; providing desk-side physical activities for the classroom; and giving participating schools priority for receiving sports equipment and other grants.

Athletes for Hope, GoNoodle, Good

COLLEGE LIFE

PHA's Healthier Campus Initiative brought on board 26 colleges and universities from across America, committed to creating healthier environments for students, faculty and staff by adopting guidelines around food and nutrition, physical activity and programming. While this initiative includes a diverse group of schools—from research universities to tribal colleges, Historically Black Colleges and Universities (HBCUs), community colleges and Hispanic-serving institutions—it also recognizes the unique nature of each campus and gives partners the flexibility to choose which guidelines they wish to adopt. Healthier Campus Initiative partners include:









BINGHAMTON UNIVERSITY

Bucknell











CLAYTON STATE UNIVERSITY







































PROMOTING AND BROADENING OUR EFFORTS PHA COLLABORATIONS

We recognized from the beginning that winning the battle against childhood obesity would require working with the private sector to intentionally transform the marketplace and consumer demand.

In the last two years, our focus has broadened from asking our corporate partners to deliver healthier products and services to leading industry-wide efforts to market healthier options to consumers.

We banked on the premise that marketing fruits, vegetables and yes, even water, in the same way that brands like NIKE, Apple and others successfully market their products would build upon the more typical public health campaign. We are seeing those strategies pay off, with water sales and consumption increasing over the first years of the Drink Up effort. The next year will see an even stronger drive in this direction.







The Drink Up initiative, which encourages everyone to drink more water more often, expanded in 2014 to include more than 50 supporters. Organizations including Bloomingdale's, J.Crew, Haws and the city of Philadelphia joined the effort.

The Drink Up droplet can now be found on a mind-blowing 1 billion products in market, including reusable water bottles, outdoor taps, bottled water and packs, filters and delivery trucks. Since its launch, Drink Up has also reached hundreds of millions of people through social media platforms, including Twitter, Facebook and Instagram.

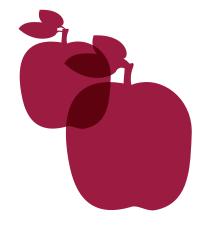
And our strategy is working. According to the National Marketing Institute, America's water consumption increased by more than 68 million servings over the past year, and tap and bottled water consumption is up. For the second year in a row, according to data from Nielsen Catalina Solutions, the Drink Up digital advertising campaign proved effective in boosting in-store bottled water and water filter sales. Overall, the campaign drove a 4 percent sales lift among people exposed to it, which translated to \$1.8 million in incremental retail sales for bottled water and water filters combined – just among those studied.



Announced in early 2015, FNV aims to increase sales and consumption of fruits and vegetables. The brand is led by PHA and supported by a group of collaborators that includes celebrities, athletes, corporations, foundations and associations.

Inspired by big consumer brands – whose tactics are relentless, compelling, catchy and drive an emotional connection with their products – FNV's creative executions are as colorful, light and crisp as the fruits and veggies they promote. The campaign employs a list of celebrity endorsers to roll out in-your-face marketing tactics that go toe-to-toe with other big iconic brands.

Celebrity supporters of FNV include actors Kristen Bell and Jessica Alba, WWE Superstar John Cena, musician Nick Jonas, New York Giants Wide Receiver Victor Cruz, Golden State Warriors Point Guard and NBA MVP Stephen Curry, Memphis Grizzlies Forward Jeff Green, San Francisco 49ers Quarterback Colin Kaepernick, Carolina Panthers Quarterback Cam Newton, and more.





Founding members of Team FNV include:

Avocados From Mexico

Robert Wood Johnson Foundation

Produce Marketing Association

WWE

Victors & Spoils

The Honest Company

Bolthouse Farms, a division of the Campbell Soup Company

sweetgreen

Produce for Better Health Foundation







BUILDING A HEALTHIER FUTURE: PHA'S 2014 AND 2015 NATIONAL SUMMITS

Most conferences provide opportunities for people working on a common cause to hear about the latest trends and progress in a particular field. But when PHA gathers together the leading stakeholders in the fight against childhood obesity each year, it promises more than just information. It promises action.

At our 2014 and 2015 Summits in Washington, D.C., we brought together the nation's top thinkers and actors from the corporate sector, philanthropic organizations, academia and the public health community to explore new ways for tackling the intractable problem of obesity and its consequences. We also continued to provide an opportunity for dozens of companies to showcase their health-related products and programs at our concurrently held Expos, and for our partners to engage with PHA outside of the commitment process.

Keynote speakers included PHA Honorary Chair First Lady Michelle Obama and PHA honorary vice chairs U.S. Senator Cory Booker (D-N.J.) and former U.S. Senate Majority Leader William H. Frist. They were joined by a wide range of presidents and CEOs representing corporate America, major organizations and their increasing commitment to reshaping the way this nation thinks about healthy living, particularly



the importance we must place upon helping our children grow up at a healthy weight.

The Summits received widespread coverage by mainstream and social media, garnering more than 425 million print, TV and online impressions and 1.43 million radio impressions in 2015 alone. Social media coverage was also high, including more than 100 million Twitter impressions and nationally and regionally trending Summit hashtags.

First Lady, but I have no intention of slowing down on this issue. I do not have a one- or two-year horizon for this work. I have a rest-of-my-life horizon, and I know that all of you do, too. Because that's what it's going to take.

PHA HONORARY CHAIR
FIRST LADY MICHELLE OBAMA

at the 2015 PHA Summit

At the **2014 Summit**, we introduced 11 new partners, including a bicycle manufacturer; our first convenience store chain; a nationwide early childhood education provider; three new hospital systems; a multi-platform children's entertainment provider focused on nutrition and healthy eating; a large-scale food service provider; and two food manufacturers. Our Exponearly doubled in size, offering attendees an interactive, informative and fun experience throughout the event.

Speakers and attendees discussed how to make college campuses healthier; the importance of health equity in tackling the obesity epidemic; the power of food marketing; how to get kids moving before, during and after school; and whether technology and apps can help kids and families live healthier, among many other topics. We also hosted a hack-a-thon, which brought together some of the brightest minds in technology to create real-time solutions to help end the childhood obesity epidemic.

At the **2015 Summit**, we launched an innovative, brand-focused marketing campaign for fruits and vegetables (FNV) and introduced 16 new partners, including six new college campuses; three housing developers; a convenience store chain; five new members of *Let's Move!* Active Schools; and our first automotive partner. Our Expo again offered attendees a wide swath of organizations with which to connect, and on stage we hosted conversations with leaders including PepsiCo's Indra Nooyi, Campbell Soup Company's Denise Morrison and US Women's Soccer Champion Brandi Chastain.

Speakers and participants discussed how to create communities and living spaces more conducive to good health; how to influence children's desires for and perceptions of healthier foods, especially fruits and vegetables; the importance of talking to girls about healthy bodies and minds; how to use technology to reach the next generation of consumers; and the positive influence sports and coaching can have upon children and adolescents, among other topics.

FIT TO CELEBRATE: FIVE YEARS STRONG

In February 2015, more than 600 guests joined Emmy-award winning television host Wayne Brady for the Fit to Celebrate: Five Years Strong benefit, celebrating PHA's fifth anniversary. The evening featured Brady as emcee, dinner created by James Beard Award-winning chef Rocco DiSpirito, a Health Activity Challenge by Withings and a performance by singer/songwriter/multi-instrumentalist Tori Kelly. The event also featured a discussion with Hall of Fame athletes Alonzo Mourning and Edwin Moses.

2014 AND 2015 SUMMIT SPONSORS

Anthem*
Aquafina
Avocados From
Mexico*
Best Buy*
Birds Eye*
BOKS
Bright Horizons
Brita*

Morrison
Healthcare
Nestle Waters
Novo Nordisk*
Sodexo
The Dannon
Company*
Walmart*
WAT-AAH!*

***** = \$50,000+

NOW TRENDING HEALTHIER CHOICES

Five years ago, the founders of PHA came together with the idea that the way to engage the private sector in the fight against childhood obesity would be to show it that making the healthy choice the easy choice could also be the profitable choice.

We convinced the private sector that this could work, and I'm proud to say we are now seeing a shift in the marketplace. But this shift significant though it may be - marks only the first phase of our work. We started with a hard focus on securing corporate commitments to change business as usual, and companies responded. Walmart reformulated its food products. PHA partners such as Brown's, SUPERVALU and ShopRite opened 602 new or renovated grocery stores in low-access areas, providing affordable, healthier food to millions of individuals. NIKE. Reebok and Mercedes-Benz USA stepped up to the challenge to get kids moving. Childcare facilities promised to limit screen time for kids, and provide more opportunities for active play and healthier choices at meal and snack time. One by one, other companies followed suit, and today we have more than 150 partners and supporters dedicated to making children's health a priority.

Going forward, we'll continue those efforts by securing more partnerships with corporate America to expand healthier options even further. At the same time, we will look to build the capacity of efforts like Drink Up and FNV, which aim to increase consumer demand for the healthier options that our partners and supporters are selling.

We'll also extend our reach to include partnerships with companies that already

make healthy products, securing commitments for making those products more affordable and accessible to communities of color, to families with limited incomes and to those who live in neighborhoods with limited access to healthy choices.

When we started this work, we spent a lot of time convincing corporations that if they would only offer healthier choices to consumers, consumers would buy them. Now, corporations come to PHA seeking ideas for how to change their products to better meet consumer demand for these healthier options. We're also seeing more and more companies unaffiliated with PHA changing their offerings. In short, healthier foods are trending.

But that doesn't mean we can stop what we're doing, or even pause to rest. While it's encouraging to see others follow the trend our partners are setting, many consumers remain skeptical of corporate commitments in this space. The value of working with PHA is knowing that we'll hold our partners accountable, we'll make their efforts transparent and we'll help ensure their success. Consumers need not wonder if a company means what it says, if that company belongs to our network.

PHA is committed to playing this important role for years to come. Honorary Chair and First Lady Michelle Obama has pledged her devotion to fighting childhood obesity. How long will PHA commit to this work? As long as it takes.



PRESIDENT/CEO

BOARD OF DIRECTORS

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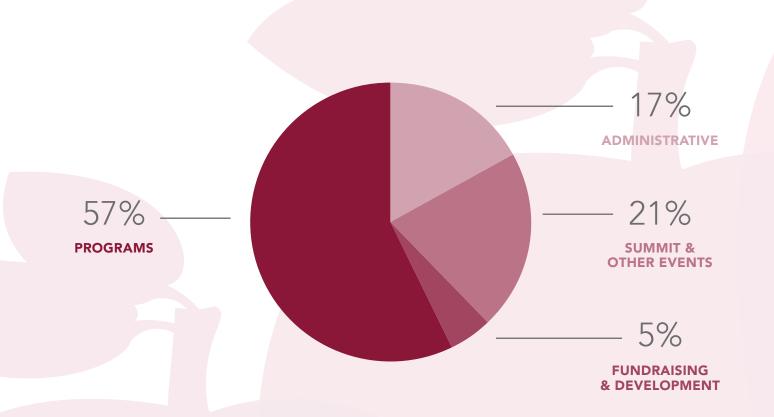
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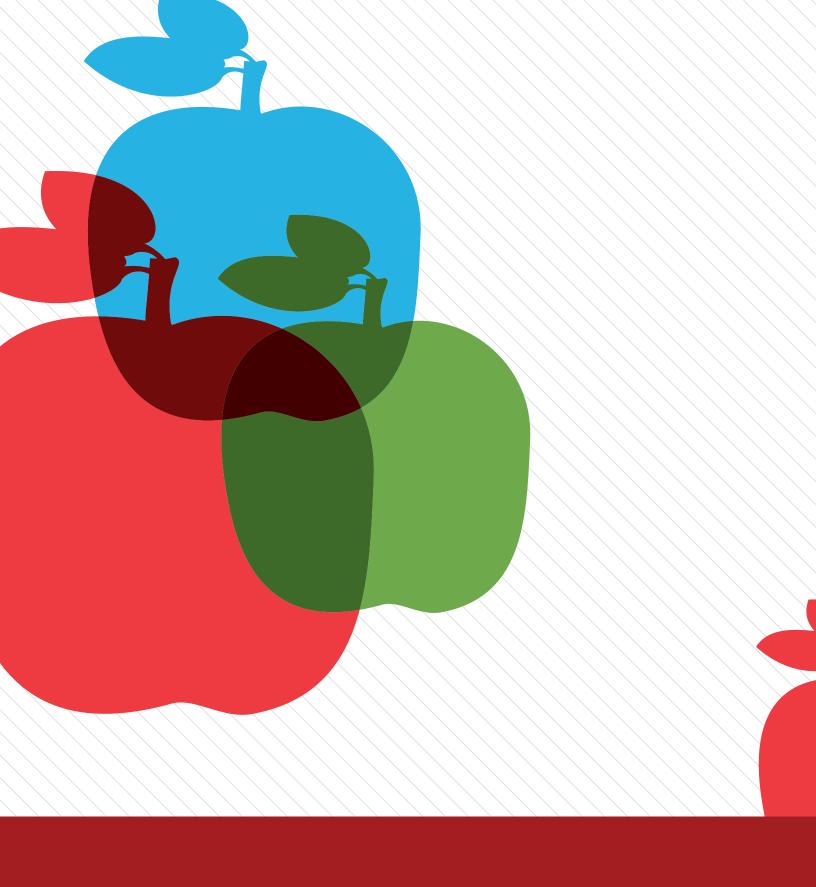




9,798,375 Assets Liabilities 1,167,964 Unrestricted Net Assets 3,062,801 5,567,610 Temporarily Restricted Net Assets **Total Liabilities and Net Assets** 9,798,375

CONDENSED STATEMENT OF FINANCIAL POSITION

CONDENSED STATEMENT OF ACTIVITIES		
Total Revenue and Support	10,125,576	
Total Expenses Change in Net Assets	6,442,357 3,683,219	
Net Assets at Beginning of Year Net Assets at End of Year	4,947,192 8,630,411	



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