



2016
ANNUAL
PROGRESS
REPORT



EXECUTIVE BRIEF

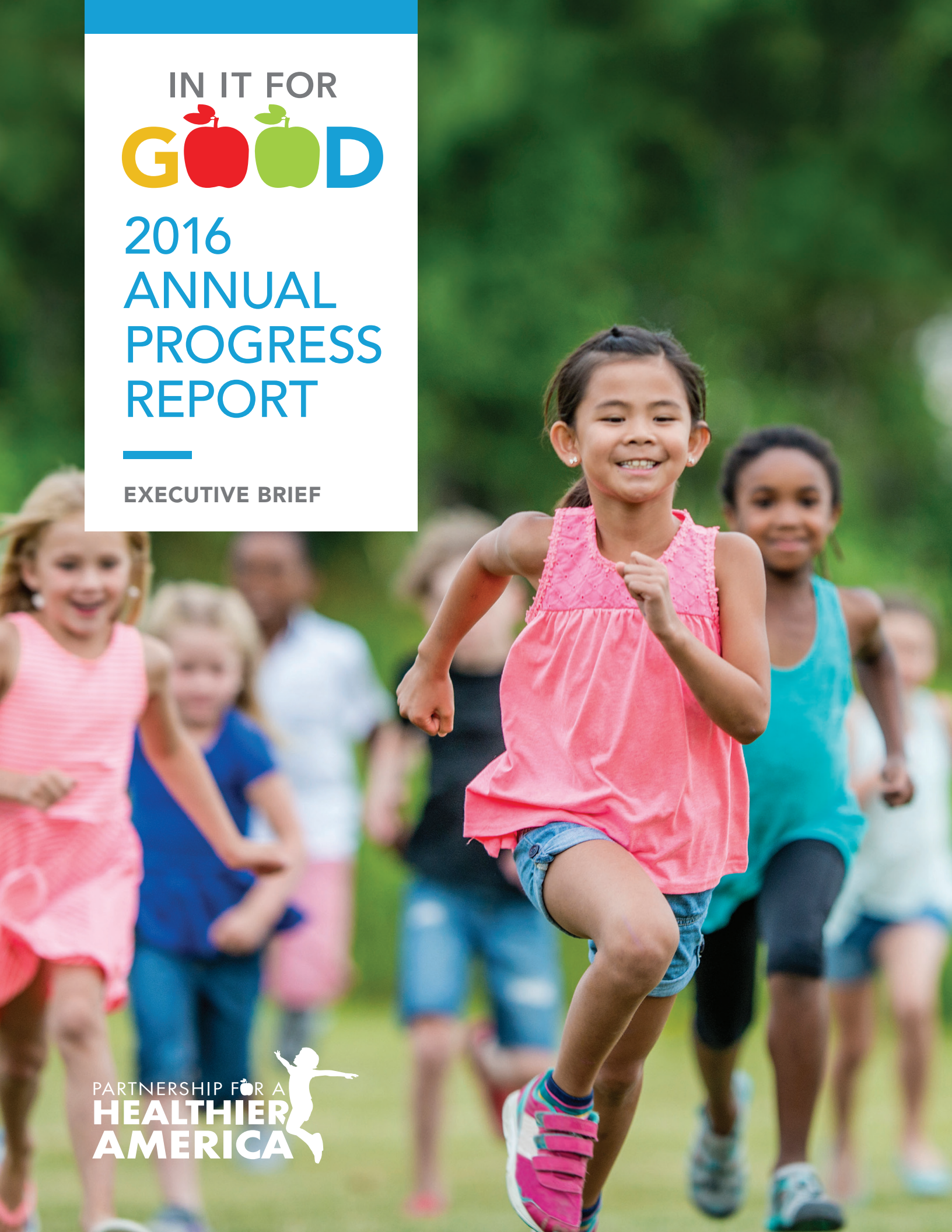


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Focusing The PHA Lens

As we move into our seventh year of groundbreaking work – and the first in a new Administration – many have asked how the changing political climate may affect our efforts. My answer is simple: I believe our work is needed now more than ever.

It was by design that PHA was organized as a non-partisan, independent, not-for-profit entity. We do not rely upon government funding, or implementation of governmental policy mandates to achieve our goals. Our mission is to reduce childhood obesity rates to five percent or less within a generation, and we do so by working collaboratively with the private sector to transform the marketplace. Together with our partners, we're increasing the supply and demand for affordable, healthy food and broadening opportunities for children to remain physically active throughout the day.

Many things may change in the next few years, but our overall goal is not one of them. The freedom to support more choice for more people, and to work with organizations that embrace growing consumer demand for healthier options, provides PHA and our partners with the flexibility to go where we can make the biggest impact.

At PHA, our work depends upon voluntary commitments, and we know from experience that they work. Americans want healthier choices and when partners make healthier options more abundant and easier to find, consumers load them into their carts and show their support at the register. Through our signature initiatives like our FNV campaign, celebrities and sports icons who tout their favorite fruits and veggies are turning once-reluctant young consumers into fresh produce enthusiasts. And we're so proud that Drink Up, the campaign that's getting more people to drink more water, helped water become the number one beverage this year.

We're already seeing evidence of change. Recently released data show obesity rates for kids ages 2-19 have plateaued or dropped, a sign that we are halting this dangerous trend and perhaps even seeing early signs of reversal. It is especially noteworthy that the obesity rate among the nation's youngest consumers – those aged 2-4 years – has been dropping, especially among communities of color. We'll push for continued progress in this area with help from our partners in early childcare and out-of-school time, who have revamped the types of snacks and meals they feed children in their care and upped the portion of the day devoted to being active.

The data also show that not everyone has the same opportunity to be healthy. Low-income communities, people living in rural areas and communities of color have borne the brunt of our nation's obesity epidemic. This is partly because the neighborhoods they live in often lack full-service stores where families can purchase fresh fruits, vegetables, whole grains and low-fat dairy products at affordable prices. Additionally, these communities often lack safe places for kids to burn calories with safe places to play outdoors.

That's why PHA places a special emphasis on reaching the children who live in neighborhoods that are not only disproportionately affected by obesity, but least likely to have the means to combat it. Our staff is trained to structure and direct partner commitments to ensure they reach those geographic places and socioeconomic groups that are the most challenged.

To assure these families have access to affordable, healthy groceries, our partners have opened or expanded more than 800 stores in food-scarce neighborhoods, allowing 3.3 million people to put healthier meals on the table. Convenience stores are making it easier for families to eat better, offering free fruit to kids, low-priced healthy meal deals and fresh salad bars, among other health-focused improvements. PHA can now boast more than 1,000 locations among its six convenience chain partners, including a new relationship with the National Association of Convenience Stores that has embraced healthier options to meet increased consumer demands. With these same stores conducting more than 500,000 SNAP transactions each month, it's clear even families with limited means now have access to healthier options for their children.

We're also reaching children in disproportionately impacted areas through our partners who build low-income housing designed with health in mind. Our active design partners are putting up more than 4,000 housing units with features such as exercise equipment for children and adults, pedestrian walkways, community gardens and outdoor play spaces that encourage residents to be more physically active.

At PHA, we're committed to making the healthy choice the easy choice. But families can't make those choices if they're shut out from them because of where they live or how much they earn. With help from our growing list of partners, we're making sure that they aren't.



JAMES R. GAVIN III
MD, PHD

CHAIRMAN OF THE BOARD
Partnership for a Healthier America



The PHA Framework

At the Partnership for a Healthier America (PHA), we understand that change is a part of life, and that's why we're always evolving to meet our goals. We learn from our successes, as well as from any obstacles we encounter – and we never stop looking for new opportunities to improve the health of our nation's children.

Over the past seven years, we've focused on increasing supply as well as demand for healthier options through a growing list of partnerships. The culmination of this work has crystallized into three broad areas of greatest impact: **Increasing Physical Activity, Transforming the Marketplace and Creating Healthier Places.**

Active kids are healthy kids, and at PHA we recognize that all kids don't have the same access to safe places

where they can run and play, and they don't all have equal opportunities to compete in sports and recreational programs. Our Increasing Physical Activity partners are working to expand those options so that all children and young adults, regardless of where they live or go to school, can make regular physical activity a part of their daily routine.

Because families must have healthy choices in order to make them, we'll continue to increase supply and demand for healthier foods, as well as affordable access to those healthier options. Our Transforming the Marketplace partners include restaurants, hotels, distributors, grocery and convenience stores. These partners supply the healthy food options, and our signature campaigns such as FNV and Drink Up inspire consumers to make those choices.

Our partners in the Creating Healthier Places segment recognize the significant role the environment can play in making healthy choices, and seek to create places that

are conducive to good health. We want to be sure that whether they're at home, in early childcare or out-of-school care, away at college or even sick in the hospital, America's kids will find the healthy choice is *always* the easy choice.

By focusing our efforts in these three broad areas, PHA and its partners will reach kids through almost every aspect of their lives.

This report is designed to highlight our partners' progress and provide an update on PHA initiatives. Our role is to ensure these commitments are strong enough to create

meaningful change, while practical enough for the private sector to implement. Data outlining progress for each of our partners in much greater detail can be found on our online database: progressreports.ahealthieramerica.org.

We encourage you to review the database carefully. Our online resource is a critical component of our commitment to transparency. Anyone at any time can see exactly what our partners have committed to, as well as how they're performing, based on third-party verification. Please spend some time with the information online to help us stay true to our promise of accountability.

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, PHA and the verifiers approach the process with three goals:

1. 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 verification 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 verifiers and PHA 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 everything from using standardized tools to menu and nutrient analyses to GIS software that maps new grocery stores against USDA-designated food desert census tracts or low supermarket access areas.

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

Increasing Physical Activity

In today's world, it's harder than ever to get kids up and moving. PHA partners understand that regular physical activity is a critical component of good health. Our partners sponsor local youth sports leagues, train quality coaches, provide grants for after-school programs or other physical activity, install kid-sized equipment in community recreation centers, run physical activity programs and host local events for families to enjoy active time together.

Five major brands – Nike, Reebok, Mercedes-Benz, DICK'S Sporting Goods and The North Face – have committed to investing \$115.5 million in getting America's kids moving. Collectively, our partners reach more than 21 million kids across the country with opportunities to be physically active. Together, they'll train more than 26,000 athletic coaches, who will work primarily with kids living in underserved communities.

Our goal is to keep kids moving for at least 60 minutes a day, whether they're competing in sports, playing outside or taking part in activities created by one of the thousands of *Let's Move! Active Schools* nationwide. Because we know that any time kids are active, they're moving in the right direction.

NIKE

Kids who build healthy habits early in life are more likely to maintain those habits into adulthood and less likely to see their lives cut short by the health consequences that stem from a sedentary lifestyle.

"Nike believes in the power of sport to unleash human potential and that's why we are committed to helping kids across the US to get moving. We are proud supporters of *Let's Move! Active Schools*, a partnership that has created a movement for physical activity before, during and after school."

NIKE

That's why Nike is proud to partner with Marathon Kids, a non-profit organization that engages kids in a positive, simple, goal-driven running program focused on achieving incremental goals with long-term benefits.

Children are challenged to run the equivalent of up to four marathons (as much as 104.8 miles) over the course of a three-, six- or nine-month running club season or school year – a big goal achieved through numerous smaller steps.

Through \$750,000 in grants, Nike is enabling schools across the country to launch these running clubs, whether they include groups as small as nine runners or the participation of entire school districts. In partnership with *Let's Move! Active Schools*, Nike and Marathon Kids have already reached more than a quarter of a million youth aged four to 12 and expect to reach up to half a million kids over the next two years.

Students who join Marathon Kids learn to embrace running, discover their athletic capabilities and find their love of movement. By rallying entire communities and neighborhoods around physical activity, this partnership has the power to change the way we make sports a part of our lives.

MERCEDES-BENZ USA

No matter where they live, kids need opportunities to stay active. But perhaps nowhere in America do they need them more than in New Orleans, Louisiana. As a state with high rates of obesity, child poverty and infant mortality, it's vital to provide resources for kids to maintain a healthy lifestyle.

Jody Braunig, Executive Director of the New Orleans chapter of Girls on the Run, is acutely aware



Mercedes-Benz



of this reality, but never expected help would come from a luxury car manufacturer.

Braunig's program, which teaches confidence to young girls through physical activity, goal setting and teamwork, had been unable to reach more than a handful of schools. Braunig just didn't have the staff time or money to put into expanding her efforts. But a \$165,000 capacity-building grant from Laureus Sport for Good Foundation (funded by Mercedes-Benz USA) changed all that, allowing her to hire a full-time program director, a 5K director and increase her own hours from part- to full-time.

The grant brought immediate benefits for the girls, Braunig said. "The funding was the springboard for us to grow our program. We had 1,200 participants, the most ever, in our 5K last year and it was the first time in six years we turned a profit. Last season we had 400 girls participate in our program – the most yet! Now we can reach out to more schools than ever."

Braunig said she sees such a positive change in the girls, she never wants to turn anyone away for lack of funding. "It's about so much more than running," she said. "Running is a platform to educate and inspire these young girls. They learn to feel confident and happy about their bodies. They learn how to make positive choices. It's about learning how to set a goal and accomplish it. Here, the goal is crossing the finish line — whether they walk, run, skip or jump across it."

Fueled by Mercedes-Benz, Braunig hopes to get even more girls across the line in the years ahead.

★ ROBERT GRAY ELEMENTARY

Everybody needs a break. And at Robert Gray Elementary School, kids get them.

They dance. They jump. They do yoga. Just for a few minutes, to shake away the cobwebs when they've been sitting at their desks too long. Then they settle down again and get back to work.

"I like to do the jumping jacks," said Breyelle, who's in fifth grade. "It kind of clears my brain."

Studies show she's right, but teachers are sometimes hesitant to pause a lesson when there is so much to cover. Principal Kala Lougheed makes sure they know that not only is it okay, but that she expects them to do so.

"One of the main challenges in starting this program was making sure the teachers knew they had permission to do this, that I expected them to do this," she said. "In fact, I do data tracking to make sure the kids get at least one break per day."

The brain breaks, as Lougheed calls them, are part of Robert Gray Elementary's commitment to providing an active school environment. *Let's Move! Active Schools*, of which PHA is a partner, helps to ensure kids get at least 60 minutes of physical activity each day, in keeping with research that shows children who move more also behave better and are better able to learn.





692,720

Number of youth reached by United States Tennis Association's National Junior Tennis & Learning Network since 2014

Only about 25 percent of children between the ages of 12 and 15 meet the recommendation to get at least 60 minutes of exercise a day.

On top of the brain breaks, the school has revamped its recess program. Lougheed brought in consultant Playworks to advise staff on healthier, more structured activities to engage the school's 470 students during a 45-minute daily physical activity program that supplements twice-weekly physical education classes. The school has been recognized for its outstanding efforts in the two years that it's been an Active School and has won several grants as a result. One grant

allowed the school to start a flag football program. Another provided yoga lesson plans, training and mats.

Many Active Schools also teach kids about the importance of good nutrition, which is needed to fuel their activity. Breyelle, who wants to be a doctor when she grows up, volunteered to help her classmates stay on track with making healthier food choices. As a Fit Hawk, she gets to patrol the cafeteria seeking out kids who've chosen healthy foods, such as the breakfast fruit and yogurt parfait, and reward them with stickers, pencils and bracelets.

Fourth grader Mai-Li loves the new games at recess, especially ice cream tag, which involves running like crazy at the sound of "banana split!" She sneaks in the occasional cartwheel because, she said, "I just think it's fun." She also enjoys the chants they do at the beginning of recess, reminding them to play fairly, and at the end, reminding them, "it's time to stop playing and now we need to work."



LET'S MOVE! ACTIVE SCHOOLS



Research shows that kids who are active not only maintain a healthier weight, they feel better and perform better at school. But too often, kids aren't getting a chance to move. They sit at desks all day at school and plant themselves in front of digital screens when they get home.

Let's Move! Active Schools – a collaborative effort of 42 health, education and private sector organizations – has been working to change that with a goal of making 60 minutes of physical activity the norm for children in K-12 schools all across America.

22,892

Number of schools becoming Active Schools

Since its launch in 2013 by former First Lady Michelle Obama, this initiative has grown to include nearly 22,900 schools serving 12.6 million children nationwide. Last year, West Virginia became the first state to enroll each and every one of its public elementary schools. Enrolled schools are eligible for grants, professional development and other resources to help them increase physical education and physical activity opportunities before, during and after school. How they do this

is up to them. Some weave 10-minute movement breaks throughout the school day, allowing kids to dance or stretch. Others host after-school running clubs or family events in the evenings. There are so many activities to try, and one is not better than the other – as long as kids are moving and having fun.

This spring, *Let's Move!* Active Schools rebranded as Active Schools. The new vision is to reimagine school environments as places that provide opportunities for academic, social, emotional and physical learning, so that all children have the ability, confidence and desire to lead active, healthy lives. Active Schools' strategic framework is centered around three overarching objectives:

- Improve the supply of active school environments to fulfill unmet need and provide models and examples throughout the country.
- Increase demand for active school environments so public education systems feel positive pressure to provide physical education and physical activity.
- Reduce obstacles that prevent schools from creating more active environments, by freeing up resources and encouraging better public policy, thus allowing educators to more effectively weave physical activity into the school day.

Together, these objectives address the challenges faced by schools today and can help build the foundation to create a new reality, in which all schools are able to integrate greater amounts of physical activity throughout the day.



Transforming the Marketplace

PHA set out with the goal of making the healthy choice the easy choice for American families. To do so, there must be a supply of healthy food options and ample demand for restaurants, hotels, grocery and convenience stores to maintain that supply. PHA tackles both sides of that equation.

On the supply side, we secure commitments from partners to make food healthier and more accessible and affordable. Our partners reformulate food products by reducing the amount of fat, sugar and salt. They revamp children's menus in restaurants and hotels and replace less-healthy food with healthier snacks in grocery and convenience store food displays.

On the demand side, our partners make healthier offerings more appealing by increasing best-in-class marketing of fruits, vegetables and nutritious meals. But we don't stop there. To ensure these healthy food options are available to all families, we also secure commitments from partners to increase the number of stores offering fresh fruits, vegetables and nutritious foods in neighborhoods where they are lacking. Because where you live shouldn't dictate what you can eat.

More than 8.5 million people now live in areas with new or renovated grocery stores, a direct result of our partner commitments. Our partners are helping families put food on the dinner table they can feel good about.

When they're away from home, families have more choices than ever for feeding their kids healthier meals. More than 27,000 restaurants now offer fruit or vegetables as the default side dish for kids' meals. If there's no time for a sit-down meal, families will still find healthier choices at quick-stop convenience stores. Our partners have 1,244 locations across the country, 73 percent of which are located in food-scarce neighborhoods.

FNV



What do Stephen and Ayesha Curry, Jessica Alba, Rob Gronkowski and Kristen Bell all have in common? They eat their fruits and veggies. Better yet, they're leading by example and inspiring America's youth to build a new relationship with their f&v's.

These are just a few of the Hollywood and sports icons who've joined FNV, a Madison Avenue-style marketing campaign that uses bold creative messages, a self-aware tone and celebrity endorsements to change teens' and Millennials' attitudes towards fruits and veggies and increase their desire for them.

Studies show that youth are more likely to choose foods their sports heroes and pop icons endorse, and our own research is backing that up. According to one survey, 7 out of 10 people reported eating more fruits and vegetables after seeing our campaign and more than 9 in 10 of them continued to do so six months later.

FNV was launched in two pilot markets in 2015 and continues to grow. Today, we have the support of more than 85 celebrities and are in 16 markets nationwide.

Through national out of home, radio, and digital advertising, including a full-page ad in Family Circle Magazine, 30-second spots across all iHeart Media radio stations and a billboard in Times Square, FNV is now reaching more than 125 million people.

FNV launched Wisconsin and North Carolina specific campaigns in 2017, bringing the fruit and veggie love deeper into communities through events and retail activations developed with partners.

We're also reaching Millennials through national events such as iHeart Media's Fiesta Latina and Calle Ocho in Miami and Def Jam's holiday party in New York, where we got a shout-out from rapper and actor, Common. Look for FNV in a town near you, and stay tuned for even more exciting developments next year!





WE STAND FOR
FRUITS & VEGGIES



DANGEROUS IN THE POCKET,
ON THE RUN,
and around
VEGGIE TRAYS

GET A TASTE AT FNV.COM

sip some
h₂o of
course

When it feels like you're
pushing around Mt. Shopmore.



#h2OfCourse

DRINK UP



One of the simplest things people can do to maintain good health is drink more water, more often. That's why this is the slogan for PHA's award-winning Drink Up campaign. Launched in 2013 by PHA's Honorary Chair and former First Lady Michelle Obama, Drink

Up now boasts partners nationwide and its droplet logo can be found on billions of products, including reusable water bottles, outdoor taps, bottled water and packs, filters and delivery trucks. It even earned a spot on the Ellen DeGeneres show when Mrs. Obama appeared as a guest.

Last year, we expanded the campaign to include Spanish-language media and advertising focused in East Los Angeles, with the message that water can help busy Angelinos fuel their need to be unstoppable. The expansion into East LA is part of the American Beverage Association and the Alliance for a Healthier Generation's commitment to reduce consumption of caloric beverages by 20 percent by 2025. Working with partners such as the LA Dodgers, the LA Dodgers Foundation and LA Galaxy, as well as local and regional community groups, they'll drive home the message that drinking water is an easy step on the path to good health.



73%

Percentage of convenience store partner locations that are in food deserts

CONVENIENCE STORES

Perhaps one of the biggest transformations PHA has achieved through its partner commitments is at the local convenience store. Whereas “convenience” once signaled an easy microwavable meal or a bag of chips, today’s convenience store offers a wide range of healthier choices, from fruit and yogurt to fresh salads and hard boiled eggs, as well as affordably priced meals made with fresher, healthier ingredients. Busy parents in need of a quick snack for themselves or their children will find plenty of options at PHA partner locations, including fresh fruit for the kids. With 73 percent of partner stores located in food deserts, families with limited neighborhood options for buying fresh groceries now have more access.

The shift to healthier options for customers has also paid off for our partners. With food service sales continuing to rise at convenience stores – now accounting for 21.7 percent of in-store sales – customers looking for healthier options on-the-go are also fueling the bottom line. Half of all convenience stores run by our partners have seen a bump in fresh fruit sales. Kwik Trip found its sales of private label Drink Up products rose 30 percent as a result of store growth and joining the campaign, which included prominently displaying Drink Up signage and flagging bottled water as a healthy beverage choice for neighborhood shoppers.

“Since partnering with PHA in October 2016, Aloha is committed to delivering more nutritious options to meet the needs of our communities. We are building on our healthier food options in Island Mart stores, and will continue to make those choices more affordable while supporting healthier options through in-store marketing and promotions.”

ALOHA PETROLEUM, LTD.



“We are so pleased to see the growth of the eat brighter! movement, a collaboration between Sesame Workshop, Produce Marketing Association and the Partnership for a Healthier America to attract kids to delicious, healthful produce. We are thrilled that the produce and retail industries have embraced this outreach, using characters from the Sesame Workshop that kids love and moms trust.”

SESAME WORKSHOP/PRODUCE MARKETING ASSOCIATION



☉ DRINK UP LA

In Spanish, there's an expression for saying things are crystal clear: *más claro ni el agua*. Literally, "it couldn't be clearer than water."

So when asked to adapt the Drink Up campaign to an East LA audience that was predominantly Latino, PHA and our vendors at Pólvara Advertising went straight to this concept. Their message needed to be crystal clear.



Like water. *H2O, Claro.*

But the campaign also needed a clear link between water, health and the Latino lifestyle to convey the value of drinking water and to motivate Latinos to do so.

"We went back to our culture and looked at the key areas that really make us different," said Rudy Bozas, Pólvara's CEO. "Latinos are known for being very hard working people, but we're also very gregarious, engaged and passionate. As we evolved the concept, the more we talked it through, it only made sense for us to leverage all of these things through activities that related back to water consumption."

Pólvara came up with a variety of creative images, all focused upon activities central to the Latino lifestyle that were also linked to the need for hydration. There is the soccer player. The dancer. The runner. Drinking water is naturally associated with each of these. But then the team started digging deeper. Who buys the groceries for the family? Data show 80 percent of the time, it's the female head of household. "In the Hispanic household, it's the mom who's the CEO," said Bozas. "She does the shopping and organizes the bills and collaborates with the husband on making the family budget and major family decisions."

Research also showed 72 percent of parents in the East LA market were concerned their children were not drinking enough water. And moms are the primary caretakers of children.

It became obvious, said Bozas, that their target audience would be moms. So they focused on how to create an ad around Latina mothers.

"The Latina mom has evolved over the years," said Bozas. "She is not the stereotypical mom staying at home cooking. She's going back to school and into the workforce and still maintaining a household. She gets up early, makes the kids' lunches, takes them to school, goes to work, picks up the kids and comes home to make dinner. We wanted to make sure moms knew we understood them and who they were today. We wanted to show them in a positive light, but also convey how much activity is involved with being a Latina mom."

"Water fuels her," Bozas said. "She's unstoppable, and she helps her family be unstoppable," which ultimately became the overarching message of the campaign.

Surveys show that message is getting through.

Seventy-five percent of people aware of the campaign in East LA said they've increased their water consumption as a result. The campaign is working.

It couldn't be clearer than water.

☉ TWICE DAILY

As people often do, Tammy Moore made a New Year's resolution to lose weight. She dutifully started her diet at the launch of 2017 and began looking for meals that met her 1,500-calorie maximum for the day, without giving up taste or nutritional value. It wasn't easy.

But then Twice Daily made it easier.

Tammy's husband, Mike, is District Manager for Twice Daily in the Lebanon, Tennessee area. As Tammy was starting her diet, Twice Daily was switching to healthier options as part of its commitment to PHA to offer healthier, more affordable food to its customers. Fried foods were being replaced with options such as grilled chicken salad on whole wheat bread, granola parfaits and fruit shooters made with fresh pineapple, melon and grapes.

So when Tammy asked her husband to bring home some lunch, he grabbed one of the store's new and more balanced choices: a Bistro Box that included toasted almonds, three kinds of cheese, wheat crackers and red grapes. The box covers all four food groups at just 389 calories for the meal.

"I just loved it," said Tammy. "I'm trying to eat healthier and make better choices every day. This was a great lunch for me."

The chicken salad was also a hit for Tammy, along with the fruit shooters, which she eats for breakfast. And at \$3.99 for the Bistro Box, she said, "It's a great value. You're going to spend more than that on fast food and you won't be eating healthy. I eat it now a few times a week."

Tammy said she's lost 25 pounds and credits the healthier options from Twice Daily along with the frequent walks she now takes with her husband. As for Mike, he's starting to eat healthier as well.

"I do my share of eating those fruit shooters," he said. "It's good to have those things available at the store so I'm not just eating junk food all the time."

Twice Daily helps Tammy and Mike live healthier in other ways, as well. The company newsletter offers exercises and healthy eating tips. "There's always something about wellness or exercise," said Mike. "Our company definitely wants to support the health of our team members."

SODEXO

Walking the virtual reality tightrope, flying down the chocolate slide and traveling back in time to the land of the dinosaurs are all pretty popular things to do at the Children's Museum of Indianapolis. Know what's less popular these days? Ordering French fries with lunch.

Kids who come to explore the world's largest children's museum instead chow down on applesauce, carrot sticks and celery on the side when they take a break from the fun to eat with their families. Mom and Dad have healthier choices as well, such as the Mindful Bistro Turkey Burger with carrots – not fries. All of this is because Sodexo, the dining services company that runs the museum's food court, embraced healthier menu options for kids and families through its partnership with PHA.

Jere Krueger, Director of Retail and Food Services at the museum, said the changes have been popular with visitors.

"We have seen that parents really like the options and have fewer and fewer requests for fries," he said. "As the world's biggest and best children's museum, we work hard to communicate the message of the importance of physical activity and healthy eating. We are grateful Sodexo is supporting us."

Sodexo provides meals to more than 15 million consumers at 9,000 sites nationwide, including schools,

businesses, hospitals and cultural destinations such as the Children's Museum, which sees 1.2 million visitors each year. The company promised to overhaul its offerings to kids to make fruits and vegetables the default side dishes and water or low-fat milk the default beverages.

17 Million

Number of free, healthy breakfasts provided by Sodexo to students K-12

But revamping the kids' menu at the Children's Museum was only one step in a broader move toward better health. The museum also redesigned the food court to include stations – each with healthy kids' and adult meal options – bringing in chefs to create an experience as pleasing for visitors' bodies as the exhibits are for their minds.

"When we remodeled the food court in 2015, we really saw an increase in healthy food options," said Krueger. In addition to fruits and veggies on the side and healthier beverages, kids will find a make-your-own salad bar where they can build their own salad from over 20 healthier items. Turkey and cheese on wheat sandwiches, yogurt parfaits and fresh fruits and vegetables are a few of the many healthier items they can choose from. Those with food allergies and special diets are also given special consideration, with gluten-friendly and vegetarian items available.

Erik Stukenberg, Sodexo's General Manager at The Children's Museum of Indianapolis, believes it is important to offer a variety of healthy options to guests and staff. "As health awareness grows within the youth community, Sodexo is proud to partner with PHA to help adults and children make better choices when it comes to food. We believe it is important to offer a variety of healthy options and our chefs frequently change the menu to reflect that," said Stukenberg.

Recognizing that cost can also be an obstacle to healthy eating, Sodexo offers a range of price points for its healthy kids meals, some as low as \$3.99. The new options are also a hit with staff, said Krueger. "There's a sense of pride here among staff, that we are giving our guests something better."





DANNON

Jessica Smerling remembers her mother stocking the fridge with Light & Fit yogurt when she was in high school. For the Smerlings, maintaining a healthy lifestyle came with its challenges, but the family focused hard on healthier eating to overcome any genetic predispositions that could keep them from maintaining a healthy weight. Yogurt, she said, became a staple.

But never did she imagine she'd one day play a role in making this family favorite even better. Over the past several years, Smerling, a registered dietitian, has been part of the team guiding Dannon in fulfilling its commitment to reformulate its products to increase their nutrient density and reduce sugar and fat. Dannon has exceeded its commitment to PHA in each of these categories.

"Being able to help improve products that can help people have healthier diets is a dream come true for me," said Smerling, whose career in nutrition stemmed from her personal journey to better health. "I even got to help improve a product – Light & Fit – that remains a brand that I eat regularly; I'm definitely a Dannon girl."

Smerling, a Senior Manager in Nutrition Science, went to work for Dannon precisely because of the company's mission: To bring health through food to as many people as possible.

Even before its partnership with PHA, signed in 2013, Dannon's commitment to providing healthier products was evident. Starting back in the late 1990s, parent company Danone began to divest itself of all products that didn't focus squarely on better health. More recently locally in the U.S., the company reduced the sugar content of its Danimals smoothie line for kids by 25 percent.

100%
 Number of Dannon's children's products that meet PHA's standards for sugar (<23 g per 6 oz) in 2016

Dannon chose to partner with PHA because the organization provided credibility for its partners through its use of third-party verification and because they shared a belief in improving public health by transforming the marketplace.

"PHA understood that if things were going to change, they needed to work with business partners who were committed to further improving their products and had a goal of helping Americans choose better diets," said Philippe Caradec, Dannon's VP of Corporate Affairs.



"We also wanted to have that visibility and share our experiences with others, help them understand that this was positive for business and something more companies should be doing."

Michael Neuwirth, Dannon's Senior Director of Public Relations, even spoke with Wall Street analysts at a meeting arranged by PHA to underscore that selling healthier products was both good for consumers and good for business. In fact, after reducing the sugar content in its Danimals yogurt, the product jumped from the number two selling spot to become the leading product for kids in the yogurt category.

The company has also helped convene two conferences on the importance of dietary guidelines, working with other PHA partners such as The Ohio State University to drive discussions on how the market can provide healthier choices.

Delivering better-for-you products is an important step, but Dannon's commitment to health doesn't end there, emphasized Caradec. "We want to carry the message forward."

The change to its burgers was one that Hyatt made company-wide. Also company-wide was the creation of a Healthy Balance section of the menu for all of its restaurants, including in-room and poolside dining, as well as catering services. Diners can customize their meals by choosing among proteins, vegetable-centric side dishes and sauces. But what's offered in this section varies from hotel to hotel, giving chefs leeway to be creative in what they prepare and how they choose to prepare it.

For example, in Sacramento, guests ordering room service can create a meal choosing from 3 or 6 oz of organic chicken breast, Pacific salmon, flatiron steak, shrimp or tofu with jasmine rice, roasted potatoes, roasted vegetable hash or a simple green salad.

In Tampa, the chef opted to serve customized meals in bowls that include a choice of protein, sides and sauces. Whether diners want filet mignon or falafel, pineapple-mango salsa or Cajun remoulade, spaghetti squash or broccolini, they're getting a healthier, more nutritious meal suited to their individual taste buds.

⊕ HYATT

When Hyatt Hotels joined with PHA in 2011, the company knew it would have 10 years to make good on its promise to vastly reduce calories, sodium and sugar content across all of its menus. But it wasn't sure how it was going to achieve that goal.

Swapping milk or water for sugary beverages and making fruits and vegetables the default sides for kids wasn't complicated. But determining how to cut calories and increase healthy offerings for adults – without sacrificing taste or raising prices – proved more of a challenge.

For example, hamburgers have always been a top seller for Hyatt, explained John O'Connell, Director of Food and Beverage Operations for the hotel chain. To make them healthier, the company wanted to switch from corn-fed beef patties to grass-fed beef. "But with that came a cost increase," he said. "For us, profitability of menu items is important. We need to manage costs and control pricing."

The solution was to reduce portion sizes. Instead of an 8 oz corn-fed beef burger, Hyatt now offers a 6 oz grass-fed beef burger. "It allowed us to keep the cost to the consumer the same," said O'Connell, "and it's also healthier. You don't need 8 oz of beef. Controlling portion sizes helps reduce calories."

"The new approach is not just healthier, it's profitable. The customizable, healthful choices are popular. When we run sales reports for the restaurants, quite often we are finding sections of the Healthy Balance menu are right up there in the top two choices for the entire restaurant. In some cases, it's grilled salmon with pesto and at another hotel it might be the grilled beef item. But the trend we are seeing is that many of these Healthy Balance items are ending up in the top seller mix."

JOHN O'CONNELL, HYATT HOTELS







Creating Healthier Places

If we're going to make healthy choices easy for kids and families, they have to find them everywhere they go. Whether they're at home or at school, American families will find themselves in healthier environments thanks to the work being done by PHA partners every day.

PHA works with leaders in affordable housing to design communities with good health in mind, incorporating indoor and outdoor activity space and easier access to transportation, healthcare and healthy food.

But helping families practice healthy habits at home is only one part of the challenge. Kids spend the bulk of their time outside the home – at school, in before- and after-school programming and later, on college campuses. PHA works with early childhood and out-of-school care providers, as well as colleges and universities to ensure that no matter whose care they're under, America's youth – from their earliest years all the way through young adulthood – can maintain a healthy lifestyle.

Even when they fall ill, PHA's hospital partners have got them covered by providing healthier meals for patients, family and hospital staff in healthcare facilities across the country.

HEALTHIER CAMPUS INITIATIVE

Going off to college signals a time of newfound independence for young adults, who are suddenly able to make all of their own choices. The habits they form during these years – including what they eat and how much physical activity they get – can last a lifetime.

Recognizing this, PHA works with colleges and universities across the nation to create campus environments that encourage and support greater physical activity and healthier eating habits. Each college or university partner has committed to meeting at least 23 of 41 health-focused guidelines within

three years. The guidelines were developed by PHA in collaboration with some of the nation's leading nutrition, physical activity and campus wellness experts. Some schools provide free boxes of healthful groceries to students and families through campus-based food pantries – an important step toward reducing food insecurity as well as improving good nutrition.

To date, the Healthier Campus Initiative includes more than 40 diverse colleges and universities across 30 states, including several historically black colleges, as well as those on tribal land. Our college partners reach more than 1.2 million students, faculty and staff, including more than 100,000 minority students and nearly 100,000 Pell grant recipients.





📍 OAKWOOD UNIVERSITY

On any given day at Oakwood University, you may find Richard Carr wearing a duck beak and waddling around campus doing squats, sliding down an inflatable water slide or simply sporting his Ninja Nurse T-shirt and talking to fellow students about the importance of healthy eating and staying physically active.

Carr, a nursing student, signed on last year as a Student Health Ambassador to help Oakwood reach its goal of becoming the healthiest campus in America by 2020. That means leading campus events designed to make students move in fun and creative ways and sharing his knowledge and passion for better health.

“I wasn’t allowed to play video games as a kid,” said Carr. “So I played outside.” He became involved in martial arts and has applied to compete in American Ninja Warrior, an event for which he’s been training for the past several years. When he learned about the school’s student health ambassador program, it seemed a natural fit.

“I’m pushing myself to live a healthy lifestyle in everything I do and say,” said Carr, who graduates from nursing school this year and has been focusing his studies on preventive health. “Because I know better, I try to do better. I can tell other people about it, and they can see my example.”

The Healthy Campus 2020 objective guides the university’s efforts to fulfill its commitment as a member of PHA’s

Healthier Campus Initiative. For example, in addition to the student ambassador-led events, the university is working to revamp its cafeteria menu and update the offerings in its vending machines to include healthier options. To ensure they’d pass muster with students, they held a vending fair with taste testing of new items such as trail mix and whole grain cheese crackers.

10

Minimum number of fruits and vegetables offered for lunch and dinner at Oakwood University each day

They’ve also placed water stations and fountains around campus to help students stay hydrated, mile markers to encourage students to walk more and started sending inspirational tweets to encourage OU students to take part in events such as WorkOUT Wednesday or NoFriday (a day without fried foods). They encourage students to use hashtags and pictures of how they’re participating to motivate others. For example, CoLOUR Plate day asks them to send pictures of the colorful fruits and vegetables they’re eating.

“Students see other people doing it, and then they want to do it, too,” said Carr.

ACTIVE DESIGN VERIFIED

Our bodies are designed to move. Too often, our homes and our communities provide little opportunity or encouragement to do so safely. But studies show people who live in communities designed with health in mind are, in fact, healthier.

Recognizing this, PHA teamed up with the Center for Active Design to create Active Design Verified (ADV), a program that recruits leaders in affordable housing who make health a priority in how they build communities. ADV pioneers use architecture and urban planning to create indoor and outdoor spaces that encourage people to move. They also make it easier for residents to grow or buy healthy food within the community and provide easy access to public transportation and healthcare services.

ADV participants agree to incorporate a set of low-cost design elements in a specific percentage of their affordable housing properties over a set period of time. These include appealing, well-lit stairwells, infrastructure that supports walking and biking, gardens to work in and spaces for kids to play. Our ADV work, while new, will impact 4,650 units of housing by ensuring these elements are included.

✦ VITUS GROUP

Everyone knows physical activity is good for the body. Elia Mrak has always believed it could do so much more than improve physical health.

He believed it could improve relationships. Build self-confidence. Break down social barriers. Restore vitality. He was sure it could do all that and so much more.

So when the Seattle-based dance coach was asked by affordable housing developer Vitus to bring a dance and movement program to San Diego's Meadowbrook Apartments, he leapt at the chance.

"The work that I did at Meadowbrook was borne out of the last 10 years of searching for how to make what I intuitively felt and knew to be healthy for the body into relationships with other people – how to bring that inspiration and health to communities through movement," he said. "I was looking for ways to make that accessible to all kinds of people."

For its part, Vitus was looking for a way to bring greater health and wellness to a housing development it had recently purchased and renovated. Vitus, committed to providing a better life for residents of what was once a

deteriorating public housing project, is one of PHA's Active Design Verified (ADV) partners – companies dedicated to marrying good health with affordable housing.

"Vitus actively encourages other members of the affordable housing industry to consider Active Design principle, including our financing partners and fellow developers."

VITUS GROUP

In overhauling Meadowbrook Apartments, Vitus had installed a new playground and community garden, along with better security so residents could enjoy a greater sense of community in their 22-acre development. Mrak was brought in to provide free, physical activity programming for six weeks that could get residents moving and interacting on a daily basis.

He taught daily dance and movement classes to people who hailed from countries all over the world, including Mexico, Iraq, Syria and the Philippines. He worked with adults as well as kids, who attended the same schools but rarely interacted with each other outside the classroom.

"I wanted them to see dance as expression and an opportunity to be with other people they wouldn't normally want to be with," said Mrak. "They might not hang out at school together or eat the same food or even speak the same language, but the idea was to break down some of those divides and use dance to bring people together."

And it worked. Over the course of six weeks, neighbors got to know neighbors. Mothers and daughters bonded. Siblings who previously wanted only to stay inside watching TV looked forward to spending time dancing together with their mom. "I saw huge changes in the community," he said. "It was not just about getting a workout or losing weight. These people felt more connected to themselves and the people around them."

People like 15-year-old Klara, who used to think of exercise as work, quickly learned it could also be fun and help her to be a better person. "Now I'm more outgoing and less self-conscious," she said. "My perception of being healthy has changed for the better."



147%
Increase in sales
of bottled water at
checkout at Morrison
Healthcare sites

HOSPITAL HEALTHIER FOOD INITIATIVE

PHA partners believe the food that's served in healthcare institutions should have a positive impact on our bodies. The Hospital Healthier Food Initiative ensures that hospital patients, their families and all the people who care for them have healthful meal options that meet high standards for nutrition, labeling, marketing and food preparation.

In all, approximately 700 hospital partners (10 percent of all hospitals nationwide) have joined the initiative, from healthcare giant Kaiser Permanente to smaller systems such as El Camino Hospital in the Silicon Valley. Collectively, these partners treat more than 9 million patients annually and serve more than 32.7 million meals to patients, visitors and staff.

⊙ MORRISON HEALTHCARE

Chances are, if you're visiting a hospital café, your mind is on a lot of things. Making healthy food choices might not be one of them. PHA's Hospital Healthier Food Initiative partners, such as Morrison Healthcare, are making it easy for guests and staff to eat healthier during times of stress, when their bodies most need good nutrition.

They are motivating and empowering café guests in Morrison's 347 PHA-committed hospitals by making healthy options more visible and convenient. Morrison cafés feature large, two-tiered fruit displays and multi-level racks with dried fruit and nuts in front of the register, where it can't be missed. Bottled water is also placed at the checkout, an addition that has benefited guests and boosted beverage sales: water sales have soared 147 percent since Morrison made the switch in 75 percent of its hospital locations three years ago. When the healthy choice is the easy choice, it's a no-brainer.

85%

Percentage of National Park
and Recreation Association locations
that provide at least one fruit or
vegetable at every meal



EARLY CHILDHOOD AND OUT-OF-SCHOOL TIME

Early childhood is a critical time for development, as well as a time when children are developing their taste for food. Experts say exposure to a wide range of healthy foods is important at this age, along with plenty of opportunities to run and play. PHA's Early Childhood and Out-of-School Time partners prioritize healthier options and physical activity for the kids under their care.

Our out-of-school time partners reach more than 5 million children across the country, and our early childhood education partners reach 1 million children serving them more than 225 million healthier snacks and meals each year. As part of their commitments to PHA, they serve fruits and vegetables with every meal and make sure kids get at least one hour of physical activity each day. They also commit to limiting screen time for children, so that the sedentary habits that can hamper good health don't begin to take root when children could be better engaged with their peers.

✦ KINDERCARE

Darsetta Wood knows how kids feel about things they make themselves: Proud. Proud enough to eat them. Even if those things are... vegetables.

Wood, a cook at KinderCare Learning Center in Blue Springs, MO, lets the children there help pick the seeds for the fruits and vegetables she grows in the center's garden. They also help tend the garden. Then she cooks it. And they eat it. All of it.

"If they grow it, they feel like they made it, and they are more likely to want to try it. Once I get them to try it, we're on board. I've never had any problems getting my little friends to try something new and enjoy it," she said.

Not every KinderCare Education center or site (KinderCare's parent company also operates more than 470 school-based programs) has its own garden, of course. But all of the company's centers now serve a greater variety of fruits and vegetables, more whole grains and much healthier menus overall. In 2014, the company partnered with PHA, promising to serve healthier meals to all 160,000 of the children under its care. However, implementing that commitment across its 1,900 centers and sites initially had its challenges. While the company was committed to serving healthier food, it had never actually developed an official corporate policy on nutrition, or a process for field-testing meals to ensure kids would eat them. Partnering with PHA motivated the company to do both.

Once field testing began, one thing KinderCare quickly learned was that kids hated their pizza. In what's considered one of their biggest successes, not only did they get their vendor to make a more nutritious pizza product – removing trans-fat and replacing the old crust with one that was whole grain – the new pizza was also tastier and cheaper to make. It passed the field test with flying colors.

Through PHA, KinderCare is now also working with Dannon, who reformulated its products to be more nutritious for kids.

The centers are helping to educate parents on the nutrition changes – even ones that haven't been as popular, such as completely removing fruit juice from the menu. Up next? Finding a replacement for chicken fingers.

✦ NATIONAL RECREATION AND PARK ASSOCIATION (NRPA)

Local parks and recreation centers are great places for kids to get fit, and thanks to a partnership between the National Recreation and Park Association (NRPA) and PHA, many are doing just that. Three years ago, NRPA launched its Commit to Health initiative, promising that the kids under its care would gain access to healthier food as well as greater opportunities to get up and get moving.

NRPA is one of the nation's largest providers of out-of-school-time care, offering before- and after-school programs and summer camps to kids nationwide. Over the past three years, more than 1,250 sites have joined the Commit to Health initiative, providing healthier meals and increased physical activity for 228,000 youth.

Of the 839 NRPA centers that filled out a recent survey, 100 percent reported participation in the program's goals to meet Healthy Eating and Physical Activity (HEPA) standards developed by the National AfterSchool Association. Ninety-seven percent dedicate at least 30 minutes of their programming to physical activity, ensuring these activities take place outdoors as often as possible. Ninety percent limit digital device time to less than an hour.

When it comes time for meals and snacks, the majority (73 percent) only serve foods with no artificial trans fats. Most serve a fruit or vegetable at every snack and meal (85 percent), serve nonfat or reduced-fat dairy products (89 percent), and water (90 percent), which comes free of charge to both youth and staff.

Whether there for a full day, half day or a summer day, kids who spend time in local park programs can be sure they'll find good, healthy fun.



Building a Healthier Future Summit

Each year, the PHA *Building a Healthier Future Summit* brings together the nation's leaders from corporations, nonprofits, academia, government and the public health community to discuss solutions and tackle the national childhood obesity crisis.

Together, this diverse group of stakeholders has brought its collective passion and enthusiasm to ensure a healthier future for America's children by sharing innovative approaches and generating creative ideas for programs while interacting with like-minded professionals.

In 2016, more than 900 attendees enjoyed keynote speakers PHA's Honorary Chair former First Lady Michelle Obama and United States Surgeon General Vice Admiral (VADM) Vivek H. Murthy. Breakout sessions covered topics including impulse buying and healthy supermarket checkout aisles, the effect of culture and community on health behaviors and a deep dive into nutrition regulatory guidelines.

The Summit's Expo invited exhibitors to showcase their visions for how to make the healthy choice the easy choice for American families. Visitors to the Expo grabbed protein-packed drinks from Coco Libre, yogurt from Dannon and talked with representatives from Marathon Kids about how they get children to move and play.

The 2016 Summit generated nearly 500 million print, online and broadcast impressions. The conference hashtags (#PHASummit and #PHASummitChat) were used 6,000 times and the conference generated more than 75 million Twitter impressions. The healthy travel tips Twitter Chat, featuring Westin, Hyatt, and *Good Housekeeping*, generated 5.5 million impressions alone!

The Summit continues to be a popular event that rallies PHA partners toward our common cause – building a healthier future for America's children. Thank you to the many attendees, speakers, sponsors and exhibitors that make each Summit better than the last.



Special Feature: Reaching Communities with Barriers to Healthy Weight

With nearly one in three American children still living at an unhealthy weight, it's clear we're facing a significant challenge. That challenge is even greater when it comes to children of color and those living in low-income communities. About 32.5 percent of African American children are overweight or have obesity and 38.9 percent of Latinos, compared to 28.5 percent of Caucasian children. These trends carry through to adulthood, leading to serious health consequences, such as disproportionate rates for diabetes and, ultimately, higher mortality rates.

PHA is working to make healthier choices easier for all families in America. However, we place special emphasis upon helping those communities that are hardest hit by childhood obesity and least able to take steps to combat it. When discussing commitments with new partners, our staff has been trained to do so through a lens that assesses the impact they will have upon the nation's most vulnerable children. PHA is committed to reducing inequities in health and to exploring new ways to do so through all of the work that we do.

Our partners tackle inequities through a wide range of strategies. Our convenience and grocery store partners recognize that too often, people living in low-income communities lack access to full-service grocery stores where fresh, healthy food can be found at affordable prices, and they're trying to change that. Ahead of its 2016 deadline, Walmart opened or renovated a total of 392 stores in or around food-scarce areas, exceeding its commitment by 117 stores. By opening new stores, renovating old ones or expanding their offerings of fruits, vegetables and other nutritious foods, our partners have increased access to healthier choices for millions of customers. PHA convenience store partners have more than 1000 locations across the country, reaching over 1.6 million low-income individuals.

We're also helping to teach low-income families with children better ways to manage

their children's health and nutrition. PHA partner One Medical is working to offer 500 low-income families free access to Rise, its nutrition-coaching app, for three months. The healthy eating habits they are learning from the app are having a lifelong effect.

PHA partners are also working to make sure children in vulnerable communities have access to safe places to play and high quality sports and recreational programming. Our partners have reached more than 700,000 low-income children with physical activity programs, while others are designing low-income housing featuring exercise equipment for children and adults, indoor and outdoor recreation spaces and community gardens.

700,000

Number of low-income children reached with physical activity programs by our partners

Many of our Healthier Campus Initiative partners – which include several historically black universities, community colleges, tribal colleges, and Hispanic-serving institutions – reach low-income students through food pantry programs stocked with fresh fruits and vegetables and other nutritious staples. The University of North Florida has linked its food pantry and on-campus organic garden so that it can educate food-insecure students about good nutrition while providing them with free, local, organic produce.

As we move forward, PHA will continue to look for opportunities to lower the barriers to good health, so that all children in America – regardless of race, ethnicity or income-level – share the same opportunities to grow up at a healthy weight.



Our Journey Continues

As many of you may already know, this is my final letter to you as CEO of the Partnership for a Healthier America. In August 2017, I'll be starting a new venture as I launch a consulting firm focused on health, wellness and nutrition. While I may no longer be working directly for PHA, I'll still be deeply committed to our shared goal of creating a world in which all children can grow up healthy.

When I look back upon my tenure at PHA, I do so with immense pride as well as a sense of awe – not over my own accomplishments, but over what we have been able to accomplish together. Quite honestly, we faced a daunting challenge from the outset: Childhood obesity rates had reached record highs with devastating results, putting America's children at risk for chronic, life-shortening diseases that would rob them of the full and healthy lives they were born to live. When former

First Lady Michelle Obama declared we must turn this around – and that we'd do so by securing assistance from the for-profit world – it seemed an impossible task.

Mrs. Obama recognized the opportunity to tackle an issue that couldn't be solved without leadership from the highest levels. It was her passion and commitment that inspired us all to step up to the challenge and I'm proud to say that, while we have yet to finish the job, we've certainly made remarkable progress. The obesity rate for preschool-aged children has dropped. New data suggest improvements in obesity rates for kids among communities of color, which have been hardest hit by the nation's obesity epidemic, that are greater than or equal to white communities. That's something to celebrate.

To think that when we held our first Summit in 2011, we had no idea whether putting industry leaders and activists together in the same room could possibly work! Would

they be tempted to point fingers and blame each other for the problems plaguing our nation's youth? Or could we convince them to put their heads together to craft workable solutions for the sake of America's children? Well, here we are in 2017, with a growing list of accomplishments we can all feel great about.

"Collectively, these efforts are teaching America's kids the value of good health and good eating habits. We're training the next generation of health and wellness leaders, and that's something to get excited about."

To date, we've secured more than 200 partners from the private sector to make the healthy choice the easy choice for American families.

One of the most substantial things we've done is to get the country's leading childcare companies on board. Collectively, our early childhood and out-of-school-time partners have committed to providing more than 6 million children with healthier food and increased physical activity by 2020. Because of these commitments, kids in childcare settings are drinking less juice, eating fewer fried foods and discovering more fruits and vegetables.

When they get to school, children are more engaged in sports and other activities that get them up and moving through our *Let's Move!* Active Schools initiative. When they go on to college, our partners keep them moving and eating healthier foods through our Healthier Campus Initiative, which now reaches more than 1.2 million students, faculty and staff with recreational programming, healthier meals and improved vending machine choices.

Another substantial transformation has been that of the convenience store industry, which once took its profits from cigarette and soda sales but now makes its money selling better-for-you snacks, salads and bottled water. We've seen a dramatic change in what's being offered to shoppers and how these choices are featured in stores. Being part of the force that accelerated these changes is also something to celebrate.

But our work goes even further. In the past seven years, PHA has launched not one, but two, successful signature campaigns. DrinkUp encourages people to drink more water, more often. The campaign has boosted bottled water sales each year it's been in existence, driving them 5 percent higher among shoppers in our target markets. And FNV, our Madison Avenue-styled marketing campaign for fruits and veggies, uses celebrities to sway kids to eat a wide variety of healthy, fresh produce.

Finally, one of our biggest strengths as an organization has been our ability to bring stakeholders together to broaden our collective impact. We do this through our annual Summits and other high-quality meetings that connect like-minded companies and organizations to encourage them to leverage their resources and ideas. One example of how this can lead to meaningful change was the partnership we helped forge between the Mushroom Council and Sodexo, which resulted in mushroom-beef blended burgers replacing full-beef burgers in 250 school districts nationwide – a healthier and tastier meal that was met with overwhelming approval from school kids.

In closing, it's important to note that while we've certainly earned the right to celebrate our successes, we can't lose sight of the need to stay focused if we want to reach our goal of reducing childhood obesity rates to 5 percent or less. We're not there yet and there's much work to be done.

As we all know, 2017 also represents a time of change and uncertainty about what the future may bring. But our work is not driven by changes in Washington, D.C. Our work is driven by consumers and the commitment of the private sector to work hand-in-hand with the nonprofit and public sectors to ensure all children in America grow up healthy. Politics may change, but our commitment to that goal will not.

So let's finish what we've started. Together.



LARRY SOLER

**PRESIDENT AND
CHIEF EXECUTIVE OFFICER**

Partnership for a Healthier America

Measuring Success

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.ahhealthieramerica.org. A list of the companies that have already come to the end of their commitment term is below.

PARTNERS EMERITUS

Ann & Robert H. Lurie
Children's Hospital, 2015
Birds Eye, 2015
Catholic Health Initiatives, 2015
Centura Health Integrated
Statewide Network, 2015
Children's Mercy Hospital, 2015
Cleveland Clinic Foundation, 2015
Fairview Health Services, 2015
Gundersen Lutheran Health System, 2015
Henry Ford Health System, 2015
Indiana University Health, 2015
Kaiser Foundation Health Plan
(Healthcare & Physical Activity), 2015
Klein's ShopRite, 2015
KwikTrip, 2015
Lucile Packard Children's
Hospital at Stanford, 2015
MaineHealth, 2015
Nemours, 2015
North Carolina State University, 2015
Oregon Health & Science University, 2015
Reebok, 2015
University of Colorado Health, 2015
University of Iowa Hospital and Clinics, 2015
Walmart (Marketplace), 2015
Washington Adventist, 2015
Wexner Medical Center at The
Ohio State University, 2015
Blue Cross and Blue Shield Association, 2013
Brown's Super Stores, 2014
Bright Horizons, 2014
Cerner Corporation, 2014
ChildObesity180, 2012
GE Healthcare, 2014
Groupe SEB (All-Clad), 2012
Healthy Weight Commitment Foundation, 2014
Kaiser Foundation Health Plan, 2013
New Horizon Academy, 2014
Physicians Computer Company, 2014
Share Our Strength, 2012

The Links, Inc., 2013
Varsity Brands, Inc., 2014
United States Olympic Committee,
in collaboration with:
United States Field Hockey Association, 2012
United States Olympians Association, 2012
United States Tennis Association
Incorporated, 2012
U.S. Paralympics, 2012
U.S. Soccer Foundation, 2012
USA BMX, 2012
USA Cycling, 2012
USA Gymnastics, 2012
USA Swimming, 2012
USA Track & Field, Inc., 2012
USA Volleyball, 2012

END OF TERM

California FreshWorks Fund
Dannon
KinderCare Education
Mercedes-Benz USA
Hackensack Meridian Health
Outdoor Foundation/Outdoor Industry Association
Sheetz
St. Luke's
Subway
Supervalu
The Fresh Grocer
United States Tennis Association
Walgreens
YMCA of the USA

TERMINATED

Darden
DeMonte
UnityPoint Health - Trinity

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Chair, ChildObesity180

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Chief Financial Officer
PANDORA Americas

DANIEL HOUSTON

Chairman, President & CEO
Principal Financial Group

RICHARD (RIC) JURGENS

Chairman Emeritus (Honorary)
Hy-Vee, Inc

S. LAWRENCE KOCOT, JD, LL.M., MPA

Principal and National Leader
Center for Healthcare Regulatory Insight
KPMG LLP

JANET MURGUÍA, JD

President and CEO
National Council of La Raza

VIVIAN E. RIEFBERG

Senior Partner
McKinsey & Company, Inc.

SUSAN SHER

EVP for Corporate Strategy
and Public Affairs
The University of Chicago

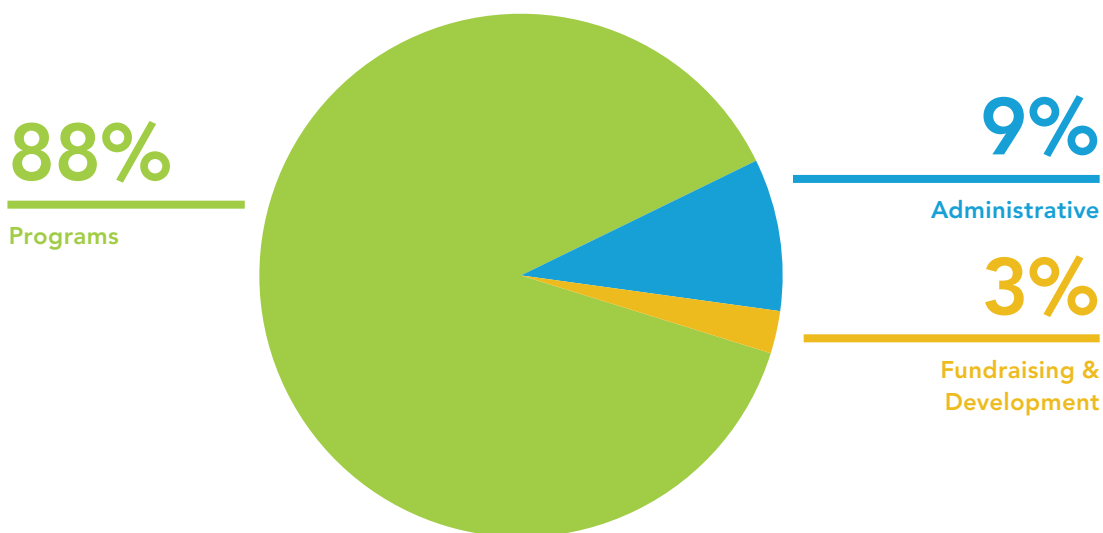
OLAJIDE WILLIAMS, MD, MS

Chief of Staff of Neurology
Columbia University

Financial Position

AS OF JUNE 30, 2016

The Partnership for a Healthier America is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. Below is the activity for the most recent fiscal year that ended June 30, 2016.



CONDENSED STATEMENT OF FINANCIAL POSITION

As of June 30	2016	2015
Assets	16,258,547	11,781,917
Liabilities	1,206,340	1,457,908
Unrestricted Net Assets	5,975,866	5,090,645
Temporarily Restricted Net Assets	9,076,341	5,233,364
Total Liabilities and Net Assets	16,258,547	11,781,917

CONDENSED STATEMENT OF ACTIVITIES

As of June 30	2016	2015
Total Revenue and Support	15,053,712	9,210,105
Total Expenses	10,325,514	7,516,507
Change in Net Assets	4,728,198	1,693,598
Net Assets at Beginning of Year	10,324,009	8,630,411
Net Assets at End of Year	15,052,207	10,324,009



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