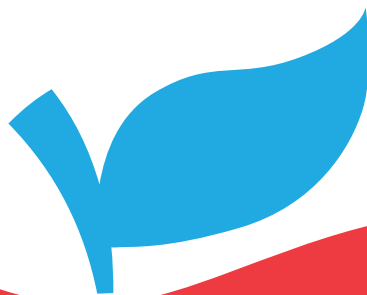


IN IT FOR GOOD

2017 ANNUAL PROGRESS REPORT



EXECUTIVE BRIEF



PARTNERSHIP FOR A HEALTHIER AMERICA

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THE NEXT CHAPTER: INNOVATION, EFFICIENCY AND PERSISTENCE

Eight years ago, Partnership for a Healthier America (PHA) launched with the ambitious goal of reducing childhood obesity to five percent or less within a generation. With one in three children in America overweight or obese, we knew we had a lot of work ahead of us.

We still do. Childhood obesity is not an issue that can be solved overnight. Our progress, while no doubt substantial, must be viewed through a long lens. This battle is one that must be fought tirelessly, steadily, and relentlessly on many fronts. We remain a long way from reaching our goal.

If we stop to consider our accomplishments – which are many – it must be done with these questions in mind: How can we build upon what we have achieved? How can we leverage the work that is already underway?

What new strategies can we employ to propel us even further in creating an environment in which all children in America can grow up at a healthy weight? Because our work is collaborative, we are able to raise these questions each year with an ever-growing network of partners, each of which brings to the table fresh eyes and ideas. This means that each year, we generate new strategies and solutions, all of which bring us closer to achieving our vision of a world in which the healthy choice is the easy choice for American families.

Our initial strategy involved securing commitments from individual companies and organizations to provide healthier products and greater opportunities for children to become and remain physically active throughout the day. That strategy proved highly effective, garnering commitments from more than 200 partners covering a wide range of stakeholders.

Most importantly, it created momentum. Today, we’re building upon that momentum by taking our efforts up a notch: Last year, we added our first industry-wide commitment with the addition of the National Association of Convenience Stores (NACS) – an organization with the ability to influence more than 154,000 convenience and corner stores nationwide.

Working with a retail association allows us to broaden our reach and leverage our efforts with individual convenience store chains by supplying them with additional tools, resources, and support in their collective efforts to provide busy consumers with healthier choices.

In addition to showcasing healthier foods at its annual trade show, NACS will provide its retail and distribution members with tools such as the Healthier Product Calculator and Drink Up Portal, which will assist them in stocking and promoting better-for-you meals and snacks to the 160 million customers who shop at convenience stores on a daily basis.

Such tools are examples of how innovation can help us work more efficiently and effectively to provide most families with the healthiest possible options.

Another example of innovative problem solving arose from the realization that while we were reaching millions of children nationwide, some needed our help more than others.

Childhood obesity rates are often greatest in communities where access to healthy, affordable choices and safe places to play are most scarce. Such is often the case in low-income communities, rural areas, and communities of color. So last year, we began using a tool that would ensure we were reaching the children in neighborhoods facing the greatest barriers to good health.



PHA’s ExoOpp mapping tool allows us to prioritize areas of greatest need by analyzing data related to poverty, obesity, and vulnerable populations specific to a geographic area. Together with our partners, we’re now able to use this tool to ensure we’re targeting resources and appropriate strategies to areas where our efforts can make the biggest impact.

These are just some of the solutions we’ve been able to craft by working collaboratively with a wide range of public and private stakeholders passionate about the need and responsibility to create a healthier world for our children and their families. From food manufacturers to luxury automobile makers, recreation and daycare centers to hospitals and universities to public housing developers, PHA partners share the drive and commitment to keep fighting until every child in America has access to healthier choices and opportunities.

It is worth noting that none of these solutions relies upon changes in government regulation or policy. Quite frankly, the federal government cannot easily

or reliably offer the stability and consistency needed to effect the type of change we need to solve a public health problem of this magnitude. In fact, unfettered by partisan politics, the private sector may be able to use its enormous creativity and flexibility as powerful tools for crafting the broad-based and sustainable solutions needed to solve this major public health problem.

PHA has always operated on the premise that everyone has a role to play in this fight. Now, more than ever, we must leverage our collective resources to do what’s right for our nation’s children. We can do this – together.



James R. Gavin III, MD, PHD
Chairman of the Board
Partnership for a Healthier America

A LETTER FROM HONORARY CHAIR MICHELLE OBAMA

When the Partnership for a Healthier America (PHA) launched in 2010 to address America’s childhood obesity epidemic, we knew we couldn’t solve this problem within a single presidential administration. We also knew that government certainly didn’t have all the answers – not by a longshot.

In my final days as First Lady, I committed to continuing that work long after I left the White House. And as I’ve taken on my new role as a private citizen and continued to serve as PHA’s Honorary Chair, I’m proud of all that we’ve accomplished together:

With our DrinkUp campaign encouraging Americans to drink more water, we saw water edge out sugary drinks to become the nation’s number one beverage.

We partnered with our first retail association – the National Association of Convenience Stores (NACS) – an organization that represents a full third of the industry. To date, eight NACS retail members representing nearly 2,000 store locations in 26 states have signed PHA commitments to provide more healthy meal and snack options for busy shoppers.

Our Healthier Campus Initiative reached an important milestone, as 21 colleges and universities provided healthier food and more opportunities for physical activity to more than one million students, faculty, and staff. Many also launched programs providing free healthy groceries and meals for disadvantaged students and their families.

Collectively serving one million children each year, our early childhood education partners continued to expand their efforts to keep America’s youngest kids on track to grow up healthy. For example, the Learning Care Group, the second largest for-profit childcare provider in North America, has introduced new nutrition, fitness, and gardening initiatives for the 13,000 children in its 900 schools across the country.

Finally, recognizing that the healthy choice isn’t always the affordable choice for low-income families, PHA partnered with Feeding America, a nationwide network including 200 food banks and 60,000 food pantries and meal programs that reach 46 million Americans per year.

Over the next seven years, Feeding America has promised to increase its focus on nutrition and health and provide more fruits and vegetables to those in need.

In the coming years, I know PHA and its partners will build on these successes and keep finding new ways to help kids and families across this country lead healthier lives. And I look forward to my continued passionate involvement in this critically important work.



**Former First Lady
Michelle Obama**
Honorary Chair





THE PHA FRAMEWORK

At Partnership for a Healthier America, we understand that we’re working to solve a complex problem and we know that we must continue to evolve in order to meet our goals. We rely on our successes, as well as our obstacles to identify new opportunities to improve the health of our nation’s children.

Over the past eight years, we’ve focused on increasing supply and demand for healthier foods and physical activity. Today, we have three broad areas of impact: Increasing Physical Activity, Transforming the Marketplace, and Creating Healthier Places.

Active kids are healthy kids, in and out. But, not all kids have access to safe spaces and places where they can run and play and many families don’t have the resources available for children to compete in sports or recreational programs. Our physical activity partners

are working to expand those opportunities so that all children and young adults can make physical activity a part of their daily routine.

We continue to increase supply and demand for healthier foods, while also increasing their accessibility. From convenience stores, bodegas and distributors to food service and consumer packaged goods companies, transforming the marketplace partners partners supply healthier food options while our signature campaigns such as FNV and Drink Up inspire families to make healthier choices.

Whether kids are at home, in early childcare, in out-of-school care or even away at college, our Creating Healthier Places partners recognize the importance of creating environments that are conducive to good health.

By focusing our efforts in these three broad areas, PHA and its partners are able to reach kids and families through almost every aspect of their lives. This report is designed to highlight the real life impact of the work of our partners, while providing updates on each of PHA’s initiatives.

PHA ensures that commitments made are commitments kept by working with unbiased third parties to monitor and publicly report on the progress our partners are making. Data outlining progress for

each of our partners in much greater detail can be found on our online database: progressreports.ahealthieramerica.org. This 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
- Hudson Institute
- RTI International
- Rudd Center for Food Policy and Obesity

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

- To design verification methodologies that will yield valid, meaningful data and ensure partner accountability;
- To establish processes that are feasible to implement in real-world settings without undue data collection and/or reporting burdens on partners; and
- 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 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 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

INCREASING PHYSICAL ACTIVITY

Kids have amazing energy. But without safe places to play or ample opportunities for sports and recreation, all that energy can be stifled.

PHA partners are committed to making sure America's children have plenty of chances to get up and move throughout the day, whether it's through competitive sporting events, after-school clubs or classroom activity breaks that get them out of their chairs and away from their desks, keeping their brains – and their bodies – working properly.

Our partners are expanding the number of local youth sports leagues, training quality coaches to motivate kids to move, providing grants for after-school physical activity programs, supplying much-needed equipment to keep school sports programs viable in underserved communities, and hosting school and community events that encourage families to get and stay active –together.



NUMBER OF COACHES
TRAINED TO PROVIDE
PHYSICAL ACTIVITY
FOR KIDS

52,976



AMOUNT OF FUNDING
INVESTED IN
COMMUNITIES FOR
PHYSICAL ACTIVITY

\$178,857,297



NUMBER OF
PHYSICAL ACTIVITY
OPPORTUNITIES MADE
AVAILABLE FOR KIDS

29,426



NUMBER OF INDIVIDUALS
REACHED BY PHYSICAL
ACTIVITY COMMITMENTS

40,022,206

“Our first ever Take Your Parent to PE Week exceeded our expectations. But that’s not surprising as it brought together two forces of nature – physical education teachers and parents – both of whom want the best for their kids!”

– Charlene Burgeson, Active Schools Executive Director

“Having kettle balls heavy enough to challenge our strongest athletes really makes students feel like they are getting the program they need and deserve to be the best athlete and human they can be.”

– Kyle Stallard, Physical Education Teacher, YES Prep Brays Oaks, Houston, TX

“We have developed a really unique ability, the ability to work with people with different skill sets to make things that really help people. Ten years down the line, I see us doing this at larger and larger scales. Still collaborating with each other, still making a difference.”

– Anna Cardenas, Fung Fellow/Blue Goji



DICK’S SPORTING GOODS

According to the U.S. Department of Education, student athletes are four times more likely to attend college. They’re absent half as much as kids who aren’t involved in sports. And they have an 11 percent higher graduation rate than non-athletes.¹

Sports matter, and because DICK’S Sporting Goods understands why, DICK’S and The DICK’S Sporting Goods Foundation created the Sports Matter program to support youth athletic programs in communities across the country.

As part of its commitment to PHA, The DICK’s Sporting Goods Foundation has pledged to expand its Sports Matter initiative, which raises awareness of the issues surrounding youth sport and provides matching funds to its partners.

Since 2014, DICK’S and The DICK’s Sporting Goods Foundation have committed \$50 million to support youth athletic programs, including donations to sports teams across the country. Support ranges from grants for a fencing program for kids in neighborhoods such as West Harlem, New York, and Newark, New Jersey, to producing a documentary on the nine Mohawk girls on the Salmon River Lacrosse team, who fought cultural opposition and state budget cuts to keep playing a game they considered sacred. The sports documentary premiered at the Tribeca/ESPN Film Festival and was broadcast live on ABC.

In partnership with DonorsChoose.org, Sports Matter also helped to revitalize sports programs that suffered from devastation caused by Hurricanes Harvey and Irma. DICK’s Sporting Goods Foundation and the DICK’S Foundation donated \$2 million to rebuild and refurbish youth sports programs and facilities across the Gulf Coast, Florida and other states impacted by the storms. The commitment included a \$1 million Sports Matter relief fund on DonorsChoose.org providing grants to sports programs at eligible schools.

¹ <https://www.up2us.org/>

The grants allowed kids at Hartman Middle School in Houston, Texas, most of whom come from lower socioeconomic neighborhoods, to train and condition with new workout equipment and basketballs, rest on padded stadium seats, and haul their athletic gear to school in duffel bags instead of grocery bags.

For elementary school students in an after-school running club in Naples, Florida, the grants provided equipment to help them track their progress and performance.

“The kids are back running and feeling better and are more focused in class,” wrote their coach, Mrs. Yusuf, in a thank you letter to DICK’S.

“The hurricane set us back but the kindness of DICK’S Sporting Goods and others helped us to get these kids running again.”

The hurricane relief fund benefited 142,000 student athletes in Texas and Florida at 238 schools.

All told through DonorsChoose.org, DICK’s Sporting Goods Foundation/Sports Matter has funded over 6,000 projects benefiting more than 584,000 student athletes nationwide. Cumulatively, DICK’S and the DICK’S Sporting Goods Foundation have donated millions of dollars to local communities throughout the U.S.



BLUE GOJI

We all know that today’s kids love video games, and that they can be highly motivated by them. We also know that kids need to get up and move to stay healthy.

So what if we could combine the two? Could video games – combined with exercise – improve focus, concentration, and memory? What other health benefits could that magical combination produce?

Research funded as part of Blue Goji’s commitment to PHA will soon find out. Coleman Fung, founder of Blue Goji, has created a foundation that provided a \$2 million grant to the University of California, Berkeley, for the development of the Fung Fellowship for Wellness and Technology Innovations, an undergraduate academic curriculum jointly supported by the School of Public Health, College of Engineering and Blue Goji.

The two-year Fellowship program will allow college students to conduct research at three elementary and middle schools in underserved communities in California, exploring the impact of combining stationary bike exercise with 2D and VR (Virtual Reality) video games. Blue Goji provides the technology, equipment, and game while the Fellows collaborate with teachers on the program design.

Students from the second grade through middle school will ride bikes and play the video games simultaneously

during academic breaks, said Fung. They’ll begin on the 2D games, then earn time on the VR games through positive behaviors. “We want to see if we can use the program as further incentive to help kids develop better behavior and focus,” he said.

The gamified exercise will also help the schools satisfy a 90-minute weekly physical activity requirement for students, he said – a requirement schools are having a tough time meeting due to budget constraints.

What’s more, the program allows many Fung Fellows – who also come from underserved communities – to make a difference in the lives of kids like themselves, said Fung. “These are first-generation college kids,” he said. “I wanted them to be able to help their own communities by studying some of the challenges these younger kids are facing.”

Fung hopes the research will also help answer whether the added attention to these students generate other positive long-term results in their academic performance.

“It’s my way of promoting the health and wellness of kids in these communities,” he said. “It’s a long-term investment on my part.”

INCREASING PHYSICAL ACTIVITY PARTNERS



ACTIVE SCHOOLS



To stay healthy, kids need to move. Research shows that staying active not only helps their bodies, it contributes to increased school attendance, improved classroom behavior, better grades, and increased test scores.

Active Schools was created to ensure that at least 60 minutes a day of physical education and before, during and after school physical activity is the norm in K-12 schools throughout the United States. It was launched under the Obama administration as an outgrowth of the White House Task Force on Childhood Obesity and played a key role in Former First Lady Michelle Obama’s Let’s Move! platform to expand the number of opportunities kids had to get up and move before, during and after school.

Since its inception, Active Schools has enrolled over 35,000 individuals (“champions”) associated with 23,000 schools that serve more than 13 million children in all 50 states and the District of Columbia. Active Schools is powered by over 90 partner organizations from both the nonprofit and for-profit sectors.

But Active Schools isn’t just for kids – in 2017, it brought parents into the picture with the first annual Take Your Parent to PE Week, held September 25-29 in schools across the country. Parents were invited to learn first-hand what their kids were doing in physical education by literally jumping in with them during class. The program hopes to encourage parents to play a more active role in making sure physical activity becomes an integral part of family life.

“Too many parents don’t know much about physical education as an instructional class,” said Active Schools Executive Director Charlene Burgeson.

“We want them to experience it firsthand and become more involved in their child’s physical education

throughout the year. We encourage them to ask their child questions about what they did in class, practice those skills at home, and volunteer to help with special events.”

Active Schools also saw the addition of its first three Active Schools Ambassadors, welcoming seven-time Olympic medalist Shannon Miller, Stanfield Elementary School (Arizona) principal Chris Lineberry and founding/former principal of Red Hawk Elementary School (Colorado) Cyrus Weinberger to the team. The ambassadors support the mission of Active Schools by communicating with parents, teachers, principals, policy makers, and the public about the benefits of physical education and physical activity for kids’ physical, social-emotional health, and academic performance.

“Active Schools need role models who exemplify the belief that active kids do better,” said Burgeson.

“Be it bringing awareness to both the benefits and joy of movement, integrating activity into academics or making before and after-school physical activity programs a priority, our ambassadors are practicing what we preach and helping us bring our vision of active, healthy and happy kids to life.”

With the change in administration, in 2017 Active Schools revamped its strategic plan to function independently of the White House platform on which it was founded. As part of that process, it has created a new vision – in partnership with its partners and stakeholders – “to reimagine school environments to provide opportunities for academic, social, emotional, and physical learning so that all children have the ability, confidence, and desire to lead active, healthy lives.”

Moving forward, Active Schools and its partners will implement strategies to bring this vision to life, ensuring that whether they’re at home or at school, America’s children have the opportunities, encouragement, and support they need to keep moving toward better health.



TRANSFORMING THE MARKETPLACE

TRANSFORMING THE MARKETPLACE

If we want families to make healthier choices, we need to make sure those choices are available – to everyone. We also need to make sure families know those choices exist.

We're approaching this problem from all angles: PHA partners create healthier food and beverage choices by reformulating products to reduce the amount of fat, sugar, and salt on the shelves; they feature healthier choices on the menu for when families are eating away from home; and they promote consumption of healthier foods – especially fresh

fruits and vegetables – through campaigns that make carrots and kale cool.

Finally, our partners make sure where people live doesn't limit the type of food they can buy. For those whose closest option might be a convenience store, combined PHA's convenience store partners have 1,800 stores across 26 states, and more than 3.8 million SNAP transactions per year, making sure even a quick-stop shop can provide families with fresh and nutritious options for hungry kids.



PHA CONVENIENCE STORE PARTNERS HAVE MORE THAN 1,800 STORES ACROSS 26 STATES AND **OVER 3.8 MILLION SNAP TRANSACTIONS PER YEAR.**



PHA FOOD BANK PARTNERS DISTRIBUTED OVER **25 MILLION POUNDS OF PRODUCE IN 1 YEAR.**



“A big success for us last year was the mid-year introduction of our ‘Good Health to Go’ snack racks, in which the majority of the products featured met the PHA Healthier Eating Guidelines. Over 1,100 of our customers chose to bring in this rack and the associated products, giving healthier eating options to somewhere near a million customers per day who may not have had those type of options previously.”

John Bratta, Vice President - Marketing
Core-Mark International, Inc.

“We, as an industry, need to think differently. Taste is certainly important, but so is health. If we don’t take ownership for providing better products for consumers, then who will?”

- Caroline Sherman, Vice President of Corporate Affairs
Mars Food North America

“The Corner Store Forum provides an opportunity for groups from all different sectors and locations to come together and gain different perspectives. DC Central Kitchen’s Healthy Corners’ team is fortunate to have met individuals and organizations across the nation who share the same mission of providing healthier food options to their corner stores, and we have been able to continue cross-sharing outside the Corner Store Forum.”

- Nola Liu, Program Manager,
Healthy Corners DC Central Kitchen

“The Milwaukee Farmers’ Market Coalition has been promoting farmers’ markets as a source of fresh fruits and vegetables. People can use their SNAP benefits to purchase healthier items right in their neighborhoods. FNV was an opportunity to spotlight these opportunities in a fun and novel way.”

- Francie Dekker, FoodWise Nutrition Education
Program Administrator in Milwaukee

MARS FOOD: BEN’S BEGINNERS A RECIPE FOR HEALTHIER FAMILIES

When she was in 4th grade, Janie Wilson danced five days a week after school. Though she loved to dance, there was one thing about her hectic schedule that she didn’t like: the fast-food dinners her family often ate because they got home so late.

“Eating fast food was slowing me down. I didn’t have as much energy. It made me gain weight. I could not perform to the best of my ability like I used to,” said Janie, who is now 14.

Then Janie’s mom mentioned an ad she saw for a contest sponsored by UNCLE BEN’S® that encourages families to cook together. Based on research that shows children who cook with their parents eat healthier foods and develop healthier, lifelong eating habits, the brand created the Ben’s Beginners™ Cooking Contest. UNCLE BEN’S® awards \$15,000 each to five grand prize winners and \$30,000 to each of the winners’ schools to create healthier school cafeterias.

“Janie had expressed an interest in cooking,” said her mom, Julie, who suggested that her daughter put together an entry. With just two days until deadline, Janie’s initial entry was rushed. But, over the course of the next year, she and her family began cooking together more and eating out less. On her second try she was better prepared and let her school know she was entering on their behalf.

“The community was so, so supportive,” said Janie, who filmed her video entry outside her elementary school as well as in her Peabody, Massachusetts home. “There were flyers going out to all the schools in the area, telling them to vote for me. The mayor asked me to come to committee meetings to explain what I was doing. The town even put up a billboard with my face on it asking people to vote for me!”

Janie and her family prepared turkey rice chili for the contest. Her entry won a \$30,000 school cafeteria makeover and a \$15,000 cash prize for her family. But, what she and her mom are most proud of is how it changed the way her family lives.

“It brought my family together,” said Janie, who, three years later still plans meals for her family on a weekly basis. They shop together, cook together, eat together – and even exercise together routinely, taking long walks in the neighborhood.

Because her mother and father work and she and her 11-year-old sister are both active after school, the family does most of their cooking on Sundays. Janie prefers to make large meals that can be used for leftovers all week long, such as casseroles, chili, soups and baked pastas. Every meal includes plenty of fresh vegetables.

“We’re definitely better eaters now,” said Julie. “Janie taught me about meal planning and the importance of grocery shopping. We make lists and think ahead. Going to the store with a list, we’ve reduced how much we spend on groceries. Without a list, you throw things in the cart and get home and find there’s still nothing to make for dinner.”

Janie no longer dances, but now plays basketball after school. “Since I eat healthy, I have so much more endurance and can stay in the game longer,” she said. “I have so much more energy than before.”



PEPSICO



The vending machine – once the quick go-to for soda, candy bars and bags of chips – has gotten a makeover. Thanks to PepsiCo, we’re saying hello to the future: vending machines featuring breakfast bars, hummus, fruit juices, water, and other better-for-you snacks and beverages.

Hello Goodness was created to give consumers great-tasting, healthier, on-the-go snack and beverage options in machines outfitted with digital touch screens, contemporary payment methods (such as ApplePay and credit cards) and other innovative features, such as food and beverage bundle options and nutritional information.

“We conducted research that took a close look at the industry and how consumers were responding to current offerings and learned that two-thirds of consumers rarely or never used a vending machine,” said Anne Fink, President, Global Foodservice at PepsiCo, Inc. “There were many reasons for this, but chief among them was that they weren’t able to find better-for-you choices while on the go.”

Launched in 2015, Hello Goodness now has more than 40,000 units, including vending machines as well as in-store coolers and racks. PepsiCo is using Hello Goodness to expand the availability of healthier snacks and beverages to places often lacking quick and convenient access to such choices. Hello Goodness



machines can be found in the workplace, at hospitals, in lodging, and on college and university campuses.

Now, they can also be found throughout the Chicago Public School system, where they’ll be stocked with drinks meeting USDA and Chicago Public School nutritional guidelines, such as Aquafina and Dole 100% apple and orange juices.

PepsiCo’s investment in better health is already paying off. One study of vending banks showed Hello Goodness placements lifted vending bank revenue by 59 percent. Another study showed adding a Hello Goodness machine to a vending account boosted annual revenue growth by 12 percent.

The machines are getting high marks at college, as well. Approximately one-third of PepsiCo’s net revenue at the University of Utah is generated by the sale of Hello Goodness items.

“Hello Goodness harnesses the power of PepsiCo’s broad food and beverage portfolio and deep knowledge of evolving consumer trends and preferences to offer today’s on-the-go consumer healthier options to satisfy their needs throughout the entire day,” said Fink.

“We have combined the trends of today’s consumers and leveraged our design capability to develop inspiring equipment with a curated portfolio.”

More than half of all Americans live within a mile of a convenience store. These are the places we stop to buy gas, snacks, a quick sandwich or a hot meal to go. There are an estimated 155,000 of them across the country, reaching about 165 million customers per day.

With help from PHA, convenience stores across America have been transforming their image as well as their inventory. Now customers who want healthier choices – such as fruit cups, salads, yogurt and hummus – will find these items prominently featured and easily accessible in a growing number of locations.

In 2017, PHA broadened its reach to this segment of the market by adding its first-ever retail association partner: The National Association of Convenience Stores (NACS).

NACS members include retail stores and the distributors and suppliers that help them stock their shelves. NACS offers tools and resources to its members to help them increase better-for-you food and beverage choices and learn how to best market and merchandise these items to make sure the healthy choice is the convenient choice, even for the busiest of American families.

NACS works with polling and marketing firm PSB to track consumer impressions of convenience store offerings. In 2013, NACS first asked if consumers were seeing more healthy options in stores and 11% said “yes.” That percentage jumped to 20% in 2016.



TOOLS AND RESOURCES AVAILABLE TO NACS MEMBERS

CORNER STORE FORUM

Smaller than the convenience store, but often integral to a community or neighborhood, is the corner store, or bodega – the place people drop into when they run out of milk, want a quick snack or a cold drink on a hot summer day. There are an estimated 35,000 corner stores in the United States.

NACS understands that corner stores don’t have the resources of larger, chain-operated convenience stores but are just as interested in responding to the needs of the community by providing healthier choices. That’s why it created an opportunity for groups representing corner stores to share ideas and best practices and meet with industry experts at the yearly NACS Show, which annually draws 25,000 attendees to 60 education

sessions and a 420,000-square-foot expo. In 2018, NACS, along with PHA and fellow nonprofits the Alliance for a Healthier Generation and the Food Trust will host the group in conjunction with the annual PHA Summit.

At the 2017 Corner Store Forum, NACS offered guided tours of its expo to promote display units, open-air coolers and new types of shelving that showcase healthier foods and beverages. Participants were also introduced to PHA tools, such as the Healthier Product Calculator and Drink Up Portal.

HEALTHIER PRODUCT CALCULATOR

Question: You’ve committed to selling healthier meals and snacks. Great! But ... aside from salads and fruit cups, how do you know which snacks are the healthier ones?

Recognizing that retailers and distributors might need a little help determining which products qualify as the healthiest choices, NACS and PHA launched the Healthier Product Calculator, an online resource that analyzes ingredients and a product’s nutrition profile to identify those items meeting PHA’s Healthier Food and Beverage Criteria.

“It helps retailers determine what to stock,” said Jeff Lenard, vice president, strategic industry initiatives for NACS. “In our industry, 63 percent of all stores are one-store operators. It’s unlikely they have a certified nutritionist or access to one. But in a sense, they now do. The calculator allows us to help them do a store set based on dietary guidelines so that they know how to provide customers with the healthiest options.”

NACS recently began promoting the calculator to its 4,000-plus retail and supplier company members, some of which also have individual commitments to PHA to improve their product offerings. One such member, S. Abraham & Sons (SAS), a leading wholesale distributor with 4,000 retail stores throughout the Midwest, has not only begun using the calculator, it’s asking its vendors to do so as well.

“We explained our commitment to PHA and our desire to identify items in their portfolios that qualify as healthy choices,” said Marie Wise, category manager for SAS. From that vendor feedback and their own use of the calculator, SAS has developed an order guide of more than 200 items – including everything from fresh fruit and granola bars to sugar-free mints. They’re now putting together a three-foot end cap planogram branded as “Whole Lot Better,” showcasing only items that meet PHA’s criteria for healthier products.



“I really appreciated how NACS updated us on recent changes to the Supplemental Nutrition Assistance Program (SNAP) and constantly kept us up to date. Their team also gave us really good tips on ways to support store owners, such as advice on how to help them apply to become SNAP-authorized stores.”

– Nola Liu, program manager, Healthy Corners/DC Central Kitchen

DRINK UP PORTAL

The Drink Up campaign encourages people to drink more water, more often. Convenience stores are a great place to spread that message. After all, 83 percent of all items purchased at a convenience store are for immediate consumption, most often beverages.

To help retailers spread the word on water, PHA and NACS created marketing signage that can be downloaded from an online portal, printed by retailers and placed on or near beverage cooler doors, with messages about the importance of hydrating with H₂O.

NACS doesn’t just encourage its members to use the portal, it’s seen first-hand how effective these stickers can be, said Carolyn Schnare, NACS Director, Strategic Initiatives. Water dispensers and beverage coolers at the NACS office prominently display Drink Up floor clings and stickers encouraging NACS staff and visitors to drink more water.

“People are taking notice and changing their behavior,” said Schnare.

TRANSFORMING THE MARKETPLACE PARTNERS



When we all put our heads together, we can accomplish great things.

Take Wisconsin’s FNV/SNAP-Ed campaign. The goal was to market fresh fruits and vegetables to Millennials through an FNV social marketing campaign that targeted low-income communities. The program was piloted in three cities – Green Bay, Eau Claire and La Crosse – before expanding to Milwaukee and Madison.

Changing consumer attitudes and behaviors, is tough work. To get the job done, PHA partnered with FoodWise (a SNAP-Ed-funded program), through the University of Wisconsin – Extension, health TIDE, the Wisconsin Department of Health Services, and a network of partners across Wisconsin creating change around physical activity and healthy eating. But the partnerships didn’t stop there: The campaign reached out to a wide range of stakeholders, including representatives from state and local public health and community-based organizations and local retailers.

“We have been really intentional in Wisconsin about the idea of collective impact – that organizations and individuals working together across sectors can change a complex or ‘wicked problem’ in society. It can be really complicated with many partnership layers, but it was an important part of our work,” said Erin Agesen, FNV Campaign Coordinator for FoodWise. “A lot of voices came to the table to determine how we would implement FNV in alignment with existing programs and activities.”

FNV PARTNERS



Together, the group selected messages with broad appeal. For example, the team tapped into state pride for the Green Bay Packers. The message, wrapped around buses and plastered on billboards and social media, read: Die Hard Fans Eat Green and Gold, and featured pictures of broccoli spears and yellow bell peppers.

“It was a unifying message for Wisconsin,” said Agesen. The billboards were placed near retailers in low-income census tracts. Other ads targeted farmers’ markets in Milwaukee neighborhoods, where vendors accept SNAP benefits and in some cases, even double their value. One ad, featuring bok choy, cilantro and kale, reads: At the market, a little bit of green goes a long way.

The campaign also used digital, social and grocery retail ads in the pilot cities. While not conclusive, preliminary survey results suggest they may be nudging attitudes and behavior: respondents who recalled seeing FNV ads reported more positive attitudes towards fruits and vegetables than those who did not recall the messages. Those in the recall group also reported eating more fruits and vegetables, more often.

What’s more, working collaboratively resulted in more confidence among partners about their ability to meet goals by sharing ideas and resources. The perceived strength of working relationships increased an average of 16 percent among partners, while 75 percent of participants said having a shared mission and goals contributed to the success of the campaign. “The process of implementing FNV has set the stage for future collaboration,” said Agesen.



CREATING HEALTHIER PLACES

CREATING HEALTHIER PLACES

If we truly want kids to be healthier, we have to make sure the environments in which families live, work, and play both allow and encourage healthier choices. PHA's partners strive to make the healthy choice the easy choice for families from the moment they wake up in the morning until the time they go to bed each night.

We work with affordable housing developers to ensure that communities are designed to promote healthy living, incorporating features such as gardens and bike racks, exercise equipment and well-lit stairways and walking paths, along with easy access to healthcare and transportation.

Our food bank partners ensure that even the most disadvantaged families can serve fresh fruit to their

children before they leave for school in the morning and put fresh vegetables on their dinner plates at night.

While they're out during the day, our early learning and childcare partners promise to feed kids healthier meals and snacks and give them plenty of opportunities to run and play. PHA partners provide after-school programming that gets kids moving when class is over so their brains and bodies stay healthy. And when kids get older, our Healthier Campus Initiative partners make sure they're continuing to build healthier habits during their formative young adult years away from home.

From sunrise to sunset, at home or at school, our partners are creating a world that encourages kids to grow up at a healthy weight.

BY THE NUMBERS: HEALTHIER CAMPUS INITIATIVE



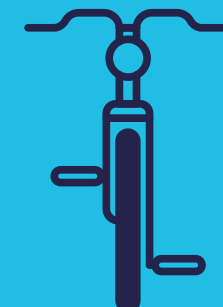
**MORE THAN
1 MILLION
STUDENTS,
FACULTY
AND STAFF**



**OVER 120,000
STUDENTS
RECEIVING PELL
GRANTS**



**OVER 50,000
1ST GENERATION
COLLEGE
STUDENTS**



**NEARLY
100,000 BIKE
SPACES**

HEALTHIER CAMPUS INITIATIVE



Too often, college students develop poor habits that can set them on a course to a lifetime of poor health, leading to chronic disease and higher healthcare costs for individuals as well as the nation. Creating healthier lifestyles in young adulthood – by teaching students about nutrition, providing and showing them how to cook healthier meals and promoting physical activity – can help to reverse this trend.

PHA’s Healthier Campus Initiative (HCI) reached more than one million students, faculty and staff in 2017, as 21 colleges and universities neared implementation of their commitments to promote healthier eating and more active living. Each school worked to meet 23 of 41 guidelines, such as increasing healthier menu options, providing access to free drinking water and offering free personal nutrition counseling and fitness classes for students.

The colleges in PHA’s Healthier Campus Initiative aren’t simply meeting a checklist of commitments; they are transforming their campus environments to make it easier for students, faculty, and staff to live healthier lives. From New York to California, Florida to New Hampshire, North Dakota to Arizona and states in between, our HCI partners are helping to make wellness an integral part of the college experience.

The University of California, Los Angeles (UCLA), where wellness has long been a priority, was one of HCI’s earliest partners and an active participant in helping develop criteria for better campus eating.

UCLA’s commitment to PHA accelerated work it was already doing through the Semel Healthy Campus Initiative to improve campus dining options and helped forge a partnership between its undergraduate dining group, the student association that oversees food concessions, the campus dietitian and campus chef, said Wendelin Slusser, Associate Vice President of UCLA’s Healthy Campus Initiative and a clinical professor in the UCLA Schools of Medicine and Public Health.

“They normally don’t work together,” she said. “This was a nice cross-campus partnership that was enhanced by PHA. It built on a foundation that we’d been building for a long period of time,” she said.

From those partnerships grew numerous improvements to campus health. Some were simply best practices, such as relocating trays in the dining halls to discourage their use, so that students would be less likely to take more food than they wanted or needed, reducing calories as well as food waste. Other changes were more targeted, such as revamping catering menus to remove white bread and sugary beverages and add healthier choices, such as fruit, yogurt, and whole grain foods.

One of the most successful and wide-reaching changes has been the launch of a bike sharing program, similar to those popping up in cities nationwide, which allows students to hop on a bike at one end of campus and leave it on the other end for someone else to use. The program is also being connected to bike sharing systems in nearby cities so that faculty, students, and staff can use it to commute to campus along a bike path the university is also helping to develop.

More than 500 staff, students and faculty signed up for the program in its first month. Just as many were using the system on a pay-as-you-go basis. Collectively, users took more than 7,000 trips, cycling nearly 6,000 miles and burning more than 222,000 calories in the program’s first two months.

Because so many students and faculty began biking across campus, the university lowered the campus speed limit for cars from 35 mph to 20 mph. Then they added more bike lanes. “It is now safer for pedestrians, cyclists, and drivers on campus,” said Slusser.

The bike program also helped UCLA with another of its goals: reducing its carbon footprint. “Our goal is to be carbon neutral by 2025,” said Slusser, “so we need to increase active transport. We found the message of better personal health is a much better carrot for some people than the message of a healthy environment.”



These are just some of the unanticipated benefits that arose from UCLA’s partnership with PHA, noted Slusser, who bikes to work herself, saving more than an hour in commuting time each way.

“Often when people talk about the unexpected consequences of actions, they’re negative,” she said. “But this time they were very positive.”

HEALTHIER CAMPUS INITIATIVE PARTNERS



GEORGIA TECH AND SODEXO

Eating healthier sounds like a great idea. But it’s not always as simple as it sounds, especially for busy college students looking to grab a quick bite to eat. It’s tempting to choose the familiar comfort of a cheeseburger and fries over an unfamiliar dish.

That’s why Georgia Tech, in conjunction with PHA partner Sodexo, increased the amount of time it spends introducing students to new tastes and teaching them about how to make healthier choices. It’s called “tabling,” and Amber Johnson used to do it for students once a month, handing out samples of healthy dishes and information on Sodexo’s Mindful program, which offers tasty, healthier meals and snacks.

Now Johnson, Nutritionist for Health Initiatives and Dining Services at Georgia Tech, sets up her table once a week at the campus farmers’ market and in dining centers, during meal times. This nutrition campaign, Smart & Happy Meals, connects fresh and healthy dining choices to the school’s health and well-being focus on building a smart, happy, and thriving community. She recently handed out samples of citrus-glazed tilapia with sautéed squash and zucchini and roasted sweet potatoes. For those looking for a vegetarian option, she offered a sandwich of tomatoes, bell peppers, spinach and onions with Swiss cheese on whole grain bread.

“When I talk to students who are eating on campus, I mention the Mindful menu, what that looks like and what that means,” said Johnson. “I explain the logos and icons -- that when you see this icon it’s going to automatically be a healthy item. Tabling presents a really unique opportunity for students to come up casually and ask questions, such as where they can find appropriate food items for eating healthier.”

Handing out samples of what’s being served that day makes finding such foods even easier, she said. “We could point them right to it.”

Mindful meals contain less than 600 calories, filling the plate with more servings of vegetables, fruits, whole grains and less fat than other meals. They are lower in sodium, have no trans fat and contain less than 10 percent of calories from saturated fats.

Georgia Tech serves Mindful meals all week long, but once a week – on Mindful Mondays – it ramps up its healthy offerings at one of its community restaurants, on a rotating basis. On that day, 75 percent of all meals are Mindful, said Jonathan Elwell, General Manager of Dining Services.

Coming together, these two PHA partners and the Mindful meals program is gaining in popularity and helping students improve their health, said Johnson, who remembers a marketing intern who lost a substantial amount of weight after switching to Mindful meals. “We are not only seeing the satisfaction with the food they are eating and the taste of the food, we are also seeing some really great health outcomes as well.”



BRIGHT HORIZONS

At what age can a child begin learning to cook?

Just about any age, if you ask the staff at Bright Horizons Bellevue/Spring District in Seattle, where no child is considered too young to begin learning about healthier foods and how to prepare them. As part of its commitment to PHA and to seeing children grow up healthier, the preschool and early education center recently held a cooking workshop for families. The youngest participant? Just 19 months old.

“He was in his mother’s arms stirring the pot,” said Center Chef Boni Day. “Yes, your kids can learn to cook even though they are two, three or four years old. All the children were engaged in this activity.”

The workshop brought family members of all ages together in the kitchen, where they spent their Saturday making chicken meatball sandwiches and zucchini brownies, while learning about math (by measuring and counting ingredients) and how cooking together can help kids adopt healthier attitudes about eating their vegetables. “We talked about the benefit of children cooking in the kitchen with their parents,” said Center Director Ali Rock. “We talked about taking kids to the grocery store and letting them pick out the vegetables that look fun to them, then cooking together. When you do that, they’re more likely to eat them.”

The cooking workshop drew 35 children and their family members, including siblings, parents and grandparents from Bright Horizons as well as the community at large, said Rock. Each child was given an apron to take home to encourage them to continue to enjoy spending time in the kitchen with family.

Educating children about healthier foods is nothing new to Bright Horizons and its more than 750 centers nationwide.

“At Bright Horizons, we practice family style dining in all of our centers,” said Rock. “Adults and children talk and eat together at tables they set with place mats and full place settings. Children are serving themselves. It’s a great way to explore different tastes and flavors and learn about the different kinds of vegetables, as well as portion control.”

While passing out bowls and plates and silverware, pouring themselves drinks from child-sized pitchers and scooping food onto their own plates, kids are also being engaged in conversation about the food they’re eating, said Rock.

“We don’t try to sneak the vegetables in,” said Day. Instead, she makes them interesting. For example, “our preschool girls are obsessed with purple,” she said. “Carrots come in all different colors – red, orange, white ... and purple. So I made them purple carrots. They ate all their carrots that day.”





HOSPITAL HEALTHIER FOOD INITIATIVE

Hospitals are institutions focused upon restoring health, so the food they serve should likewise be good for our bodies.

PHA partners with approximately 700 hospitals across the country – more than 10 percent of the industry – to dramatically improve hospital nutrition for patients, their families and the healthcare providers and staff who care for them.

Partners in our Hospital Healthier Food Initiative promise to make a series of changes, including creating wellness meals for children and adults; displaying only

health-promoting food and beverage offerings; greatly increasing the percentage of healthier meal offerings on patient and cafeteria menus to include foods lower in calories, sodium and fat and higher in whole grains, lean meats, fruits and vegetables; and removing all fryers and deep-fat fried foods from the hospital.

Meeting healthier nutrition standards for the food they serve enables hospitals to serve as model institutions for the community, promoting good health in all that they do.

EL CAMINO HOSPITAL

Walk into the cafeteria at El Camino Hospital on any given day and the least expensive meal on the menu will also be one of the healthiest. It might even be the tastiest.

It could be potato-crust snapper with wild rice and fresh vegetables. Or Mongolian beef with soba noodles and stir-fried vegetables. Or grilled salmon and fresh herbs.

“For every meal time, we offer a cancer-healthy meal, which is the healthiest choice of the day and is less expensive than all of the other options in the cafeteria to encourage people to make that choice,” said El Camino’s Wellness Coordinator, Anna Norman. “Our cafeteria staff here works hard to make those healthy options exciting and appealing.”

Creating and promoting healthier meals for its inpatients, employees, physicians, and volunteers is part of El Camino’s commitment to PHA. But the commitment to making the healthy choice the easy choice is really a commitment to the community it serves, said Norman.

“Our nurses and support staff have very high stress jobs and that can lead to unhealthy habits,” she said. “That’s a problem in hospitals all around the country. Being able to provide healthy foods, fresh foods, that meet everybody’s dietary needs is where our focus is. We believe that you need to put your own oxygen mask on first to take care of yourself, so that you can better take care of the patients.”

El Camino is so dedicated to providing healthier choices, you’d be hard pressed to find less nourishing options in the hospital. Gone are sugary beverages – not just from the cafeteria but also from all of the vending machines. In their place are naturally-flavored waters, 100 percent fruit juices, tea, non-fat dairy products and diet soft drinks.



Gone are the traditional snack foods and chips, as well. “Now, across the board we only have baked snack options that fall within a certain calorie range,” said Norman.

“We bring a lot of healthy options to our staff and patients,” she said. Even traditional sweet treats have been replaced with items such as chocolate-covered nuts. “People were resistant to it at first, but now it’s having a pretty positive impact.”

El Camino also encourages its staff to get away from work on breaks and do something physically active, such as walk. “Our wellness program is very strong here,” she said. “We have a walking club twice a week at a park that’s across the street. We also have hospital-wide walking challenges each quarter.”

To encourage participation, the hospital’s Wellness on Wheels cart visits nursing staff at their stations, giving out water bottles and healthy snacks, such as fruit and nut bars. “We go to the nursing units, since they can’t come to us,” said Norman. “We show them that we care and try to keep wellness in the forefront of their minds.”



CREATING HEALTHIER PLACES PARTNERS















**2017 BUILDING A
HEALTHIER FUTURE SUMMIT**





One of PHA's signature events – the Building a Healthier Future Summit – convenes a widely diverse group of stakeholders each year to work toward the shared goal of helping every child in America grow up at a healthy weight. In 2017, we assembled 700 leaders from corporations, nonprofit organizations, academia, government and the public health community to share best practices and inspire innovative solutions for making the healthy choice the easy choice for families.

PHA's power comes from transforming the marketplace, and this was as evident as ever at last year's Summit, where nearly 30 new commitments were announced to greatly expand healthier food choices for consumers, particularly those in food insecure communities; create healthier living spaces in affordable housing projects; provide greater opportunities for indoor and outdoor play, including gardening programs, for children in early learning and childcare centers; and increase the number of sporting programs available to at-risk youth. The ever-expanding list of PHA partners grew to include organizations such as the Atlanta Community Food Bank, California Department of Public Health, Capital Area Food Bank, Colorado Department of Human Services and Feeding America, a nationwide network of 200 food banks and 60,000 food pantries and meal programs, among others.

Also announced at the Summit was PHA's first-ever retail association partner, the National Association

of Convenience Stores (NACS), which reaches more than 154,000 convenience stores across the country. NACS will provide resources, tools and support to convenience stores and their distributors, encouraging them to stock and promote healthier meals and snack choices to people on the go.

The 2017 Summit included inspiring messages from a wide range of speakers. Former First Lady Michelle Obama, PHA's Honorary Chair, returned to the stage, along with former President Bill Clinton, founder of the Clinton Foundation, who announced a new business fund supported by the Robert Wood Johnson Foundation to explore collaborations between PHA and the Clinton Foundation's Alliance for a Healthier Generation.

Mrs. Obama was joined by former White House Assistant Chef and Senior Policy Advisor for Nutrition Sam Kass, who previously served as Executive Director of Let's Move! More recently, Kass founded TROVE, an organization that collaborates with corporations to help transform health, climate and the planet through food.

Dr. Nadine Burke Harris, Founder and CEO of the Center for Youth Wellness, spoke to participants about the adverse health effects of childhood obesity, while Eric Cooper, President and CEO of the San Antonio Food Bank, discussed the state of national food insecurity.





SPECIAL FEATURES

SPECIAL FEATURE: ACTIVE DESIGN VERIFIED

Where we live affects how we live, and that can affect our health. PHA and its partners believe that all families should have the opportunity to live in communities that make healthy living a priority.

That's why we partnered with the Center for Active Design to create Active Design Verified (ADV), a program that recruits leaders in affordable housing who build or renovate communities with features that promote active living and healthier lifestyles. Our ADV partners agree to incorporate a set of low-cost design elements in their

affordable housing properties that include features such as well-lit, centrally-located stairwells, bike racks, walking paths, easy access to healthcare facilities, gardens to work in and indoor and outdoor spaces where kids can play.

A growing number are also including programs such as free cooking classes, nutrition education and food pantries or on-site farmers' markets, because we believe whether families have access to healthier resources shouldn't be dictated by their zip code.

HOMEOWNER'S REHAB: MARKET IN THE PARK

Too often, low-income neighborhoods lack access to farmers' markets or stores selling a wide variety of fresh fruits and vegetables. When such foods are available, they can be priced too high for families that need to stretch their grocery budgets. Oftentimes, they will do so with less nutritious, bulk, packaged foods with a longer shelf life.

Last summer, PHA partner Homeowner's Rehab Inc. (HRI) found a way to solve both those problems for families living in its affordable housing developments in Cambridge, Massachusetts. They brought a no-cost farmers' market straight to their residents' doorsteps.

Market in the Park offered residents of Trolley Square and 808 Memorial Drive fresh produce and other goods every weekend in July and August. The produce was donated by Boston Area Gleaners, which collected it from farms all over New England, and Food for Free, which delivered items such as beans, pasta, bread and other staples. Residents were free to take whatever they needed each week.

"The first time, people were skeptical," said Joe Deignan, Director of Resident Services for HRI. "But then folks came to expect it and built it into their weekly grocery budgets. Once people realized what was happening, it was really nice."

Deignan said his staff creates the same type of environment people find at other farmers' markets, displaying the food under tents and making sure it's aesthetically pleasing. They also offer free books, stations for social service agencies, and cooking demonstrations that highlight local produce residents might not be familiar with, such as casaba melons.

"We never know what we're going to get," said Deignan. "So we have someone there to talk to them about, 'What is this item, where did it come from and what do you do with it?' Or it might be, 'Here's something different you can do with carrots.'"

During the rest of the year, HRI also offers its residents an on-site food pantry and home delivery program for housebound seniors and others who are physically unable to participate in pantry services.

All told, they provided more than 44,000 pounds of free food to residents in 2017 at a value of more than \$77,000.

Deignan said Market in the Park was so successful, they'll be expanding it this summer to four housing sites every weekend from July to September.

It's so much more than just an opportunity to provide healthier food to families with limited means, he said. "It's a way to bring people together."



ExoOpp MAPPING TOOL: TAKING A SNAPSHOT OF PHA’S IMPACT AND NEEDS

When PHA first took on the challenge of eliminating the nation’s childhood obesity problem, our strategy was to secure a large number of commitments from a wide group of stakeholders, in order to maximize our impact. And that’s exactly what we did.

But with more than 200 partners beside us now, it’s time to hone our efforts to ensure we’re working as efficiently and effectively as possible. To get a clearer picture of the impact we’re having – and where we still need to work harder – we’ve partnered with the Institute for People Place and Possibility (IP3) and the University of Missouri Center for Applied Research and Engagement (CARES) to develop a tool that lets us analyze data related to poverty, obesity and vulnerable populations with regard to where our partners are focused.

ExoOpp is an innovative new tool that combines partner locations and key indicators to provide a comprehensive snapshot showcasing a community’s assets and challenges, providing us with demographic summaries, maps and data visualizations. Do our partners have

stores/locations in areas with limited access to healthier foods? Or where there are higher rates of childhood obesity? These are the types of questions we can answer by analyzing this data.

PHA continues to refine and enhance how we utilize the ExoOpp mapping tool. Moving forward, PHA plans to utilize the platform to determine the percent of low-access areas our partners currently reach. That will allow us to determine the percent we still need to reach and then measure our progress towards that goal. Furthermore, PHA will be making a public-facing version to allow everyone to see the reach of PHA partners across the country or to drill down to their own neighborhoods.

With the ExoOpp mapping tool, PHA and its partners can now identify the most vulnerable neighborhoods – those with the greatest needs and fewest resources – helping us make quicker, smarter decisions about how to help America’s kids grow up healthier.

Business Has the Power and Responsibility to Ensure a Healthier Future For Our Country



Nancy E. Roman
President & Chief Executive Officer
Partnership for a Healthier America

I often marvel at the private sector’s under-appreciation of its own power.

So many times across a career that has spanned Wall Street, the United Nations and nonprofit sectors, businessmen and women have remarked to me how rewarding it must be to “make a difference.”

I almost always think – and often, say – that it is they who have the power to make the most difference. The companies that grow, manufacture, distribute and sell food to the public are the ones who have the power. And it is not just them. It is also the companies who employ people (i.e. all companies!).

We are at a critical junction in our nation’s history. It’s a very important time for our country and it will most certainly define generations to come. We spend more on health care per capita than any nation in the world, and yet we are getting sicker. America’s children are in the worst shape ever – weighing more today than they have in 40 years – and headed for more obesity, diabetes and other chronic conditions as they become adults. Rates for children with obesity are up tenfold since researchers started studying the problem and there are now 124 million children who have obesity around the world, which is up from 11 million in 1975.

At the Capital Area Food Bank, which I led from 2012 to 2017, we interpreted these depressing statistics as a clarion call to quit giving calories to people and to start

focusing on the content of food. We worked to get refined carbohydrates, sodium and added sugar out of the inventory, and to get fruits and vegetables into it.

Giant Foods and Shoppers Food Warehouse were central in those efforts to improve food. Just as so many of them are doing it through partnership with PHA.

Food and nutrition are about as fundamental to human existence as breathing – so fundamental in fact that we can forget how central they are to our children’s well being.

That’s why PHA’s strategic focus is to work with food companies to get salt, fat and added sugar out of food; to innovate better-for-you products and to market the good stuff; and to work with all companies on establishing norms that value better food and physical activity.

Companies are an untapped resource in solving the problem. We believe companies have the power – and responsibility – to make America healthier by improving the food supply and creating more opportunities for physical activity in the workplace.

JOINING WITH CORPORATIONS, I BELIEVE WE CAN:

- Create a culture of health so that affordable, nutritious foods, and physical activity are the norm,
- Expand our efforts to affect behavior change – working closely with childhood education centers and institutions of higher education
- Celebrate and uplift the success of our partners and partnerships so that we can all learn from each other.

In my early months as CEO here at PHA, I couldn’t be more optimistic about the future of our country’s health and the future of PHA. It’s imperative we continue building on our 225-plus existing partnerships, while looking for new corporate partners who believe as we do – that it takes our collective efforts and resources for lasting systemic change.

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

END OF TERM 2017

American University
Arizona State University
Binghamton University
Bucknell University
Clayton State University
DICK’s Sporting Goods
El Camino Hospital
Florida International University
George Mason University
George Washington University
Georgia Institute of Technology
Kwik Trip
Learning Care Group
Morrison Healthcare
Mushroom Council
Nike USA, Inc.
Oakwood University
Oklahoma State University
One Medical
Saint Louis University
The North Face
The Ohio State University
U.S. Olympic Committee
University of Arizona
University of California, Los Angeles (UCLA)
University of Miami
University of New Hampshire
University of North Dakota
University of Wisconsin–Madison
Washington University in St. Louis

PARTNERS EMERITUS

California FreshWorks Fund, 2016
Dannon, 2016
The Fresh Grocer, 2016
KinderCare Education, 2016

Mercedes-Benz USA, 2016
Hackensack Meridian Health, 2016
Outdoor Foundation/Outddor Industry Association, 2016
Sheetz, 2016
St. Luke’s, 2016
Subway, 2016
Supervalu, 2016
United States Tennis Association, 2016
Walgreens, 2016
YMCA of the USA, 2016
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
Kwik Trip, 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

TERMINATED

Southern University
U-Gas

HONORARY CHAIR
Former First Lady Michelle Obama

HONORARY VICE CHAIRS
The Honorable Cory A. Booker
Senator of New Jersey

THE HONORABLE WILLIAM H. FRIST, MD
Former Senate Majority Leader

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George Washington University

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Tracey Griffin, MBA
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Daniel Houston
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Principal and National Leader, Center for Healthcare
Regulatory Insight at KPMG

Janet Murguía, JD
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Vivian E. Riefberg, MBA
Senior Partner, McKinsey & Company, Inc.

Susan Sher, JD
Senior Adviser to the President of the University,
The University of Chicago

Olajide Williams, MD, MS
Chief of Staff of Neurology, Columbia University

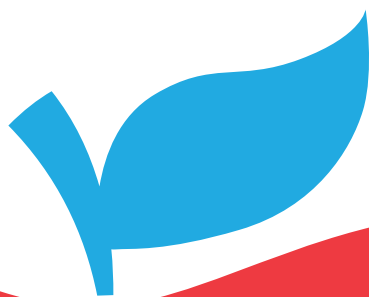
FINANCIAL POSITION AS OF JUNE 30, 2017

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, 2017.



CONDENSED STATEMENT OF FINANCIAL POSITION		
As of June 30	2017	2016
ASSETS	12,054,617	16,258,547
Liabilities	1,112,909	1,206,340
Unrestricted Net Assets	5,550,053	5,975,866
Temporarily Restricted Net Assets	5,391,655	9,076,341
Total Liabilities and Net Assets	12,054,617	16,258,547

CONDENSED STATEMENT OF FINANCIAL POSITION		
As of June 30	2017	2016
Total Revenue and Support	7,981,524	15,032,712
Total Expenses	12,092,023	10,325,514
Change in net Assets	(4,110,499)	4,728,198
Net Assets at Beginning of Year	15,052,207	10,324,009
Net Assets at End of Year	10,941,708	15,052,207



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