

INNOVATING A HEALTHIER FUTURE

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ANNUAL
PROGRESS
REPORT



PARTNERSHIP FOR A HEALTHIER AMERICA



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A MESSAGE FROM THE CHAIRMAN OF THE BOARD OF DIRECTORS

After nearly a decade of developing innovative models that make the healthy choice the easy choice for American families in the many places that we live, work, study, and play, PHA and its partners entered an exciting new phase in 2018, emerging with new leadership and a broader sense of purpose that will further our efforts to reshape the culture of health in America.

When we began our work in 2010, we set out with the ambitious goal of reducing childhood obesity within a generation. We focused our efforts on transforming the marketplace and creating healthier environments so that we would generate a greater supply of healthier products and opportunities for physical activity, as well as an increased demand for them. This important work continues.

As we move forward, we do so with the understanding that reducing childhood obesity – which remains an urgent health goal– must not be our only goal. Poor eating and sedentary lifestyles dominate American culture, leading not only to obesity, but also to myriad chronic illnesses associated with these behaviors: diabetes, heart disease and stroke, high blood pressure, fatty liver, kidney disease, and certain types of cancer, to name a few.

These illnesses – the seeds of which are planted in childhood – are robbing too many of our children of a healthy future. We have not only an opportunity, but also a moral obligation to help our children develop healthier habits now, so they won’t need to unlearn bad habits later and relearn healthier ways to eat and move.

“This transformation will require a substantial shift in the culture of health in this nation – from consumer expectations and demands, to corporate philosophies and practices, to government policies that help shape the way Americans think about healthy living.”

We all have a role to play in providing opportunities for maintaining good health as we go about our business, whether we’re at home in our communities, at school, at work, or at play. Our next phase of evolution will tackle these broader challenges.

We have already begun this work. As we entered this transitional phase last year, we did so with a new CEO and several new board members, who brought with them new ideas and perspectives on how to shift our strategic thinking to capture this broader sense of purpose.

We have a strong team already in place that is eager, willing, and able to take this work to the next level. Having already developed or discovered successful models for transforming the marketplace, we are now working to catalyze and accelerate the pace of change. We will continue to take what we have learned over the past decade and scale those best practices to accelerate healthier trends in the marketplace, in our schools, and throughout our communities for even greater impact.

I am proud of the great work PHA and its partners have done and continue to do, creating a healthier future for our children and the generations that follow. As we begin work on this next phase of our journey, I am grateful to all who have joined us in these pursuits and look forward to what we can achieve together. There is no greater gift we can leave our children than that of sustained good health. It is truly the gift of life.



Dr. James R. Gavin III, MD, PhD
Chairman of the Board of Directors
PARTNERSHIP FOR A HEALTHIER AMERICA

METHODOLOGY



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
- 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 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; and
- Collect, verify, and summarize data.

We encourage you to visit progressreports.ahealthieramerica.org for more details on our methodologies and results. 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.

**Specific methodologies are developed in tandem with each commitment. They include, but are not limited to, using standardized tools, menu and nutrient analyses, shipping logs, and planograms.*

NOTE: Logos include in the report reflect partners that reported in 2018.

TRANSFORMING THE MARKETPLACE

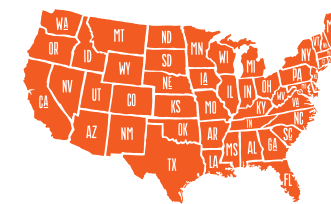


TRANSFORMING THE MARKETPLACE

Truly transforming the marketplace requires commitments across the entire supply chain. PHA works with food producers, manufacturers, distributors, and retailers to create, promote, and make healthier food and beverage options accessible for all individuals, regardless of where they live or their income level.

On the supply side, our partners reformulate products by reducing added sugars, saturated fat, and sodium. They highlight better-for-you options with strategic marketing and product placement. We make sure these products are available and more accessible through our convenience store and food bank partners, which increase the volume and visibility of fruits, vegetables, whole grain products, and low-fat dairy offerings.

On the demand side, our FNV marketing campaign engages high-profile sports figures and other celebrities to promote their favorite fruits and veggies in much the same way they would promote sneakers and luxury items. Through a partnership with the Produce Marketing Association (PMA) and Sesame Workshop, even the youngest consumers are encouraged to increase consumption of fruits and vegetables so that healthy habits begin early. Finally, our Drink Up campaign continues to encourage everyone to drink more water, more often.



Our convenience store partners have more than 2,000 locations across 37 states.



PHA reaches more than 77,000 convenience stores through its 6 distributor partnerships.



The following is a Q&A with Marianne O'Shea, Vice President of Research and Development, Nutrition Sciences, PepsiCo

Q: What motivated PepsiCo to embark on its commitment to provide healthier foods and beverages to consumers by reducing calories, saturated fat, and sodium?

The products we create and sell are largely guided by consumer demand. Meaning, we listen to what our consumers want out of their food and beverage choices and deliver products that meet those needs. Several years ago, we noticed there were trends in the marketplace that demonstrated that consumers were looking for more out of their food and beverage product choices. They wanted less sodium and saturated fat in their diets, and we had an opportunity to deliver more of what they were looking for – such as whole grains, fruits, vegetables, and protein. Our commitment to our consumers includes a two-pronged approach: We're reformulating some of our legacy products to reduce sugar, sodium, and saturated fat where we can, while expanding our nutrition-forward portfolio to offer consumers more options.

Q: You've been doing this work for several years now. What have you learned from your efforts thus far? What has surprised you?

As an organization, we have been focused on our commitment to provide an expanded portfolio of food and beverage options to our consumers for several decades. What we've learned – and what surprised us – is that when we want to reformulate products that are already established and loved by consumers, we must take a careful, stepwise approach to deliver on the taste expectation that our consumers love.

To do this, we have developed a set of science-based nutrition guidelines, called PepsiCo Nutrition Criteria, which are based on dietary and nutrient recommendations from leading global and national nutrition and public health authorities, and which set thresholds for this step-wise approach to our product reformulation plans. Through these gradual changes, over time, we can continue delivering products our consumers enjoy while advancing their nutritional profile.

We're also continuously learning and evolving as an organization. There are functional characteristics of the ingredients in some of our products, for example, that play a role in protecting the structure or quality of the product. These functional characteristics can pose technical barriers when we look at product reformulation. This is a challenge for us, but solving these challenges is something our research and development teams, in collaboration with external experts, are consistently working on.

Q: What perspective can PepsiCo offer on the role food and beverage manufacturers can play in reducing childhood obesity?

At PepsiCo, we evaluate our products against strict nutritional criteria, which informs how we talk about them and where they are sold.

I'm a parent, so this is particularly important to me. I rely, like most parents these days, on access to convenient snacks and beverages that I can quickly provide to my kids, whether for their lunchboxes or when we are running around to sports and after-school activities. Like most parents out there, I want to make sure the products I choose are appropriate for growing young children.

At PepsiCo, we have guidelines around the products we advertise directly to children. We only advertise to children those products that meet strict criteria for nutrients. Our global policy on responsible advertising to children and our criteria are available on our website, in the hope that other companies will leverage similar standards and join us in that endeavor.

Q: Have you acquired (or might you acquire) any healthier/good-for-you, start-up brands that align with this commitment?

Yes – we have acquired KeVita, which makes kombucha and sparkling probiotic drinks, and SodaStream (one of our most recent acquisitions), which allows consumers to create carbonated drinks at home, reducing plastic waste and carbon footprints.

We've been acquiring healthier brands for several years, not just start-ups. Quaker was an acquisition some time ago that really moved us in a different direction and Tropicana as well. We've been on a journey of reshaping our company and ensuring we have more offerings for consumers that deliver the nutrients that they need.

Q: Do you see a link between healthier products and environmental sustainability? If so, what role should food and beverage manufacturers play?

There is definitely a link. I think there is no question at all about that. We have to think much more broadly as we deliver nutritious products. Our approach in the past 10 years has always included the environmental impact and the nutrition component. When we're making a product, we are not just considering the nutrition aspects, but also how the ingredients are sourced, how the product is made, the packaging it goes into, and how it's brought to market. That is something we've been looking at it in a holistic way. There's no doubt in our mind that the food and beverage industry plays a huge role, as well as suppliers and consumers, who need to be active in recycling. There's responsibility throughout the food chain. At PepsiCo, we are working to do our part to make the food system more sustainable and bring others along with us on this journey.

Harold Levinson Associates: Distributing Good Health and Better Margins

Harold Levinson Associates (HLA), a convenience store distributor serving 7,000 independent retailers in the Northeast, was in the early stages of creating its own brand of snack foods when the company first entered negotiations with PHA to commit to increasing healthier food and beverage options.

“We wanted to come up with our own line,”said Marty Glick, HLA’s Vice President of Sales. “As we were negotiating with PHA, we thought, ‘Let’s do this in conjunction with that.’” The result? Half of HLA’s Uncle Ed’s Pantry Mixes – the company’s brand of assorted trail mixes – meet PHA guidelines for healthier snacks. By 2020, at least 70 percent of the snack bags will also meet PHA’s guidelines. What’s more, the Uncle Ed’s brand is featured in a healthier snack end cap that outsells – by far – all seven of the company’s other end-of-the-aisle featured snack displays.

Consumers are choosing more fruit and nut bars than they are candies and chips, when those better-for-you snacks are prominently featured and promoted.

Since expanding its PHA-approved product offerings at the end of 2017, HLA has placed more than 350 of its Healthy Snack multi-vendor endcap rack displays—a 60 percent increase from the year before, said Glick. Sales of Uncle Ed’s snack bags—designed to fit in car cup holders – rose 44 percent from 2017 to 2018.

As part of its partnership with PHA, the distributor also launched a fresh-cut fruit and vegetable offering, which has doubled in sales over the past year. In the past year, HLA-affiliated retail store customers purchased 55,728 bananas, 5,664 apples, 3,348 servings of pineapple, 4,224 servings of mixed berries, and 4,248 servings of vegetables.

In promoting healthier options to its stores, HLA encourages them to feature the healthier foods up front, placing more traditional convenience store fare, such as chips, in the back.

“A c-store (convenience store) shopper is out the door in 45 seconds,” said Glick. “They’re there to buy, not to shop. My sales consultants tell our stores that having a front endcap stocked with chips makes no sense. If you want chips, you’ll go find them in the store. Make them walk for that and they’ll buy something else along the way. When you put our healthier products in front of the store you double your profit margin. The consumer otherwise won’t know that the healthy options are there. The more you walk, the more you spend.”

It’s not just what’s being sold that’s changing, said Glick. It’s who’s buying. “Customers tell our sales people that they have more women and moms with kids shopping in their stores, due to a broader selection of healthier-for-you snack items,” he said. “And moms spend more money than dads do.”

60%
Increase in its Healthy Snack multi-vendor endcap

44%
Increase in Uncle Ed’s snack bags

Over One Year Customers Purchased



55,728
Bananas



5,664
Apples



3,348
Servings of
Pineapple



4,224
Servings of
Mixed Berries



4,248
Servings of
Vegetables

Scaling Success: eat brighter!™ Campaign Featuring Sesame Street Characters

According to Kathy Means, Vice President of Demand Creation and Consumer Affairs for the Produce Marketing Association (PMA), the future is “about getting kids started on the right foot. If we can get kids eating more produce, they’ll grow up with a taste for it and we won’t have to turn them around when they’re 60.” To accomplish this goal, PMA teamed up with Sesame Workshop, the organization behind Sesame Street, to create the eat brighter!™ campaign. Using the beloved furry friends of Sesame Street to market fruits and vegetables, this campaign combines good-for-you food and the feel-good emotions that Elmo, Big Bird, and their pals inspire.



Since it launched in 2014, the eat brighter!™ campaign has been joined by 46 suppliers, nine retailers (representing 596 stores), and 11 promotional organizations.

Means said the campaign covers stores nationwide, reaching well beyond stores with licensing agreements because any retailer can carry products that are labeled with the eat brighter!™ stickers and packaging through participating suppliers. The program includes labeling for 85 different kinds of fresh fruits and 70 fresh-cut or whole vegetables grown throughout the world and marketed across the U.S., Canada, and Mexico.

Sesame Workshop and PMA were so excited about the overall success of the eat brighter!™ campaign—which has boosted suppliers’ sales of fresh fruits and veggies between two to five percent—they extended the campaign to 2021.

The influence of eat brighter!™ reaches beyond retail settings to make other environments healthier, including Special Supplemental Nutrition Program for Women, Infants and Children (WIC) clinics in Atlanta, where the mothers of young children can go for nutrition education support. WIC provides food and nutrition assistance to low-income women who are pregnant, nursing, or raising children under the age of five. That support includes vouchers for healthier foods often lacking in the diets of children who live in low-income households, such as whole grain breads and fresh fruits and vegetables. Women often drop out of the program after their babies no longer need formula, or they simply fail to pick up or use the vouchers.

A 2017 report found that one reason women dropped out of the WIC program was their perception of the clinical environment, which is where eat brighter!™ comes in.

Enter Elmo, Big Bird, Ernie, and Bert, all holding apples, bananas, and baskets of fresh fruits and veggies. From window clings at the clinic check-in counter to posters in the play room and on the doors of every nutritionist, mothers and children are greeted by Sesame Street characters with positive messages about good nutrition.

“The kids are usually excited to see them,” said Freda Mitchem, RDN, LD, Nutrition Services Director for District 4 of the Georgia Department of Public Health, where the clinics are located. “It’s eye-catching to them.”

“We see the campaign as a huge promotion, giving us some backup to encourage fruit and vegetable consumption,” said Mitchem. Mitchem hopes the Sesame Street characters will reinforce the messages of clinic staff to use produce vouchers. “Having visuals of mainstream characters connects with them. We have seen that. We know those images are influential.”

“If this campaign works,” Kathy Means of PMA said, “perhaps we can talk to WIC clinics nationwide about doing this.”

Mitchem said other clinics within her district are already asking to join the eat brighter!™ campaign. “Nutrition Managers are seeing the difference and they are requesting to join. They want the campaign to roll over to their other sites because of the positive outcomes we’re seeing.”

After implementing the campaign in retailers and WIC clinics, eat brighter!™ will be used in a new alliance between two PHA partners: the National Association of Convenience Stores (NACS) and PMA. The goal is to encourage convenience stores to use eat brighter!™ to promote fresh fruit and vegetable sales. “Just like with the WIC efforts, we want to meet consumers where they are, and they are buying a lot of food in more than 150,000 U.S. convenience stores that serve 160 million customers daily,” said Means.

Aloha: Committed to Raising Healthier Keiki (Children) in Hawaii

Aloha Petroleum, one of the largest gasoline marketers and convenience store operators in Hawaii, takes its commitment to PHA and to improving kids’ health seriously. So seriously, it was the first convenience store operator to join PHA’s Sustaining Partner program, promising an annual \$5,000 contribution to support PHA’s overall mission, in addition to making changes to promote healthier food and beverages to its customers. As a result of its commitment to PHA,



Aloha has made fresh-cut fruits and other nutritious products more visible to customers, increasing sales by more than five percent.

“We’re a state with a very high rate of diabetes,” said Aloha’s Food Service Category Manager Stacie Tanonaka, who added that concern for the health of local residents and their children prompted the company to join forces not just with PHA, but also with a statewide initiative called Choose Healthy Now. Both of these commitments have the company offering and promoting healthier food and beverage items in its 54 Aloha Island Mart convenience stores.

“The company as a whole believes in these programs,” she said. “Our stores are community-based; we’re not in the tourist areas. Our customers come in on a regular basis. We’re committed at the store level to keeping healthier items on our shelves and to promoting healthier items. We’re trying to increase awareness that childhood obesity is a huge problem.”

That’s why Aloha isn’t just moving products like fresh-cut fruits and vegetables, whole grain sandwiches and low-fat yogurt to deli cases at the front of its stores, where customers can’t miss them. It isn’t just restricting those cases to healthy items (no desserts allowed!) and making sure anything designated as “healthier” meets strict nutrition guidelines. It isn’t just advertising bananas outside the store at the gas pump or granola bars in its monthly promotional flyers. And it isn’t just tagging healthier items so consumers can recognize them as better choices.

Aloha is doing all of these things and more. For example, Aloha runs an annual two-month cause marketing campaign, asking customers to donate \$1 to PHA at the register. In 2018, it tripled donations from the previous year to raise more than \$10,000 – twice its goal.

Donations aren’t all that have increased since Aloha began making changes. Customers are spending more on healthier foods and beverages than they were before, and vendors are likewise catching on to the trend.

Drink Up Makes Los Angeles Thirsty for More



Recognizing that we are what we drink, the Drink Up campaign encourages people of all ages to drink more water, more often. As a growing number of partners join the campaign, its iconic water droplet logo has saturated the market, appearing on water bottles, convenience store displays, workplace water coolers, billboards, and bus sides, always reminding people everywhere to hydrate. In 2016—three years after the campaign launched—water became, and remains, the nation’s number one consumed beverage.

While the campaign promotes greater water consumption nationwide, in 2016 PHA homed in on five zip codes in east Los Angeles for a two-year period to study the best ways to increase awareness of the benefits of drinking water. The pilot—which primarily targeted Latina consumers ages 18 to 34—used bilingual ads to promote the message that water is fuel for the body and that drinking it will make you unstoppable.

H2O, Claro ads appeared plastered against bus and truck exteriors, on billboards, on radio and TV, and in social media and magazine ads, showing people engaged in activities such as dancing, running, practicing yoga, and painting—all fueled by the power of water. Drink Up refueling stations offered free water and giveaways such as reusable water bottles, magnets, and wrist bands to participants at community events such as parades, 5K races, and festivals.

The campaign made an impression: By 2018, awareness of the Drink Up logo had risen from 36 percent to 42 percent of respondents, with social media, television, and promotional events making the greatest impact.



Three quarters of those aware of the campaign said it had a positive effect on their water consumption and made them want to drink more water.

PHA's Food Assistance Partnerships: Nourishing Communities Most In-Need

“It all started with sheet cake,” Nancy E. Roman, then-President and CEO of the Capital Area Food Bank (CAFB), now President and CEO of Partnership for a Healthier America (PHA), reflected. “Because more than a quarter of the individuals served by the CAFB suffered from or had a family member with diabetes, we made the decision to stop sending sheet cake out with our regular deliveries. When it began to pile up in our warehouse I knew the next step had to be an honest conversation with our retail donors about how many sugary baked goods we were absorbing and what our community really needed from us.”

Following that conversation, the CAFB created a recognition program for retailers committed to donating better-for-you options. In 2016, it joined two additional food banks, a food pantry network, and Feeding America as PHA's inaugural food assistance partners. Upon transitioning to PHA, Roman saw an immediate opportunity to scale the work she had been doing at the CAFB. Working through PHA, she knew she could improve the food supply reaching the more than 40 million individuals experiencing food insecurity, 12 million of whom were children.

PHA clarified the steps that were essential to transforming the food that reached vulnerable communities through the charitable food system, seeking feedback and guidance from key opinion leaders, including Feeding America and other partners. A formal framework was finalized in the fall of 2017 that required all new PHA food assistance partners to assess the nutritional quality of food, enhance the supply of better-for-you foods, and decrease the supply of foods of minimal nutritional value. The framework also required them to implement strategies to drive demand for healthier options among food bank partner agencies, staff, and recipients.

At PHA's annual Summit in May 2018, 11 food banks were recognized for making a commitment to PHA under this new framework. These food banks have a combined reach of 2.4 million people and have committed over a three-year period to increasing the amount of nutritious food distributed by 42 million pounds and removing 6.5 million pounds of unhealthy food from the food supply.



FOOD BANKS + PANTRIES

.....
These food banks have a combined reach of 2.4 million people

.....
Will increase the amount of nutritious food distributed by 66 million pounds

.....
Will remove 6.5 million pounds of unhealthy food from the food supply



“One of Foodshare’s strategic priorities over the next three years is to increase access to healthier food,” said Katie Martin, Vice President and Chief Strategy Officer at Foodshare, a PHA food bank partner. “Joining PHA helps to reinforce this commitment and will hold us accountable for setting strong benchmarks for healthier food. Being a partner of PHA will also create great opportunities for us to network with other food banks that are focused on improving the nutritional quality of charitable food.”

PHA has received generous support to enhance its growing community of practice. The Meera and Ashok Vasudevan (MAV) Foundation provided grants to seed innovative practices that increase access to and consumption of fresh fruits and vegetables, including the use of PHA's innovative FNV (“fruits ‘n veggies”) campaign in a food pantry setting.

The Michael and Susan Dell Foundation (MSDF) is helping PHA accelerate the adoption of practices that improve the nutritional quality of food. Through MSDF's support, PHA will scale WellScan, a tool that helps food banks assess the healthfulness of the foods they distribute, by working hand-in-hand with its creators at the University of Connecticut,. Additionally, PHA will build a vibrant community by onboarding more and different types of partners into its next cohort, offering quarterly learning calls, and hosting a special food assistance convening at the 2019 PHA Summit.

“The tide is really starting to change,” said Roman. “We have such an opportunity to transform the lives of people across the country who are already disproportionately impacted by obesity and chronic disease. It’s no longer a question of why, but when.”



FNV Year in Review

FNV, the national campaign to promote fruits and vegetables, continued to expand in 2018, reaching new markets, attracting new celebrity spokespeople, and taking on new partners. It even earned international celebrity status of its own.

FNV has created a “brand” for fruits and vegetables to promote greater consumption of produce, using celebrity spokespeople in much the same way that athletes, actors and performing artists are used to promote sneakers, watches and other products. The strategy is popular among advertisers for one reason: it works.

In a first-of-its-kind partnership for PHA, Blue Cross and Blue Shield of Kansas (BCBSKS) came on board in a co-branded campaign making FNV marketing materials available free of charge to mom-and-pop grocers, convenience stores, and other locations in 16 rural communities across the state. Eight of the 16 have already ordered a total of 284 campaign pieces; two retailers have ordered pieces with the team colors of the University of Kansas and Kansas State University.



Participating stores can order cart posters, shelf talkers, aisle blades, and other materials through an online portal. At Hometown Foods in Buhler, Kansas, the cereal aisle now features a blade with bright yellow bananas and the message, “Goes Great with Cereal!” In the frozen food aisle, another piece – featuring a photo of basketball great Steph Curry, tells shoppers, “Frozen peas don’t just make good ice packs.”

“The overall purpose is to improve the quality of life for our community,” said Virginia Barnes, Director of Blue Health Initiatives for BCBSKS. “This is part of our Pathways to a Healthy Kansas initiative, which is a comprehensive approach to shifting the dialogue around being healthy. We think it’s important to be invested in improving the health of Kansans overall.”

Participating stores have until July 2020 to take advantage of the free marketing materials, said

Barnes. BCBSKS is already considering extending the program. “We’re looking to put out another round of this grant and perhaps develop this partnership some more in the future,” she said. “We’re excited about it. It’s been really well received by the communities we’re working with and we’re hoping to expand the campaign even further.”

In June, the FNV initiative—in conjunction with the University of Wisconsin-Extension FoodWise, healthTIDE, and the Wisconsin Department of Health Service—received global recognition when it won the National Centre for Social Marketing (NCSM’s) Award for Social Marketing. The international award recognized FNV’s team effort in Wisconsin, where partners linked consumption of fruits and veggies to support for popular local sports teams, using slogans such as “Die Hard Fans Eat Green and Gold,” and “Root, root, root for the Home Team” in social media and other ads featuring bell peppers, broccoli, and root vegetables. The ads garnered 14 million social media impressions and 23 million digital impressions, and they appeared on more than 15 billboards.

Preliminary results suggest the campaign may be shifting attitudes and behavior among viewers, who report more positive attitudes toward eating fruits and vegetables. The campaign expanded into 11 new communities in 2018 and now includes messages in Spanish.

Looking forward to 2019

Giant Food is bringing the FNV campaign to the Washington, D.C. market, where it has committed to placing ads in 164 stores in Maryland, Virginia, and the District of Columbia.

The ads will feature even more familiar faces for shoppers, with the addition last year of actress Regina Hall, Washington Mystics player Elena Delle Donne, TJ Oshie of the Washington Capitals, the Washington Wizards’ Bradley Beal, Blake Martinez of the Green Bay Packers, and food and wine expert Antoni Porowski of the Netflix reality series, Queer Eye.





CREATING HEALTHIER ENVIRONMENTS



CREATING HEALTHIER ENVIRONMENTS

PHA works with institutions and corporations to cultivate and scale healthier environments for children of all ages, from early childhood through young adulthood, so that healthy habits take root and are reinforced outside of the home. Our partners improve food and beverage choices and increase opportunities for physical activity in a wide range of environments, enabling kids and families to make healthy choices all day long. Our Active Design partners create housing designed for healthier living, including indoor and outdoor spaces that encourage greater movement, while also providing access to healthier foods. Our early childhood education partners ensure children are eating healthier, nutritious meals and snacks and getting out of their seats and away from screens. Children in out-of-school-time settings move more and eat healthier thanks to changes our partners have made. Our Healthier Campus Initiative makes sure young adults establish healthy habits during their first years of independence.



39 million+ children
got moving as a result
of PHA partners



68,103 coaches
trained to provide
physical activity for kids



\$183 million+ funding
invested in communities for
physical activity

24

ahealthieramerica.org



Bright Horizons Takes Unique Approach to Influence Palate Preference

As any parent knows, getting kids to eat their vegetables—or to try new foods of any kind—can be difficult. But at Bright Horizons of San Clemente, Chef Delanya Young takes pride in meeting that challenge daily.

“Every recipe I serve to the children includes healthy ingredients,” she said. “I sneak vegetables in where they don’t always see them. I have a child who is a picky eater, and that was my inspiration when I started this position.” Chef Delanya’s creations include dishes such as black bean burrito bowls, vegan jambalaya, butternut squash chili, or “scrambled eggs” that are made from tofu and nutritional yeast. She’s so good at what she does that she recently won a Bright Horizons healthy snack recipe contest, open to chefs from the more than 700 Bright Horizons childcare centers across the country.

The contest was created by Bright Horizons as part of the company’s ongoing commitment to foster positive attitudes about healthier eating among children. The competition asked chefs at the centers to create a better-for-you, no-bake snack the children could help make, which included whole grains and veggies, but limited processed ingredients or sodium.

Chef Delanya came up with a recipe for Carrot Cake Energy Bites that included ingredients such as dates, oats, carrots, nutmeg, ginger, and shredded coconut.

“A lot of the parents were very happy the children were eating dates, ginger, carrots and oats all in one bite,” she said. “It was very yummy and the kids loved it.”

Kelli Vanta, Director of Bright Horizons at San Clemente, said she was “super proud” of her chef, but not just for winning the contest. She noted that the 120 children in the center’s care include many who are allergic to nuts, eggs, or gluten. Chef Delanya, she said, cooks meals that meet these dietary requirements so that parents don’t have to send in substitutions, and every child feels included at meal time.

“Delanya’s dedication to healthy lifestyles goes beyond cooking for the kids,” she said. “She juices for the staff in the morning. She encourages all of us to live healthier lifestyles. And she leads by example, going running on her lunch break. She has a great reputation in our community. People are always going to her for advice on how to live and eat healthier.”

Another way Bright Horizons instills passion for healthier eating is by including the children in the entire farm-to-table process, said Vanta, who pointed out that the center at San Clemente grows its own produce.

“The children care for and pick the fruits, veggies and herbs that we use in their meals,” she said. “They get to see the process from the very beginning. They see how long it actually takes to grow the food. They have a big sense of pride and it sparks their curiosity. By the time we serve it in a meal, they are a lot more likely to taste what we’re preparing since they’ve been part of that process.”

NET Generation



Launched in March of 2017, NET Generation has recruited close to 37,000 coaches, school teachers, community organizations, and volunteers so far—more than double its commitment—and serves 320,000 young players, said Craig Morris, Chief Executive for USTA’s Community Tennis programs. Morris emphasized that USTA requires, and funds, a Safe Play background check for every NET Generation provider who works with the children.

USTA has promised to serve at least 500,000 youth through NET Generation, including at least 300,000 kids in after-school and summer programming with the National Junior Tennis and Learning network. This network is a nationwide group of more than 600 nonprofit youth development organizations that provide free or low-cost tennis, education, and life skills to youth in low-income families and underserved communities.

“We are committed to keeping these kids healthy and safe,” he said. The Safe Play background check includes watching a 45-minute online training module; reading the USTA Safe Play document on conduct, policies, and guidelines; and completing a criminal background screening application with the National Center for Safety Initiatives.

Using kid-sized tennis racquets, lower nets, and slower-bouncing balls, even the tiniest tennis enthusiasts can learn to play through NET Generation programs, available not only in Florida, but also in nearly 2,000 communities across the nation. Through its commitment to PHA, USTA makes these programs, and all necessary equipment, available to children of all ages and income levels.

There is no cost for schools to participate in NET Generation, which provides equipment and curriculum free of charge as long as the school has a partnership with an outside tennis organization where kids can continue to play the game. USTA will also provide these resources, in addition to training the coaches, to community organizations at no charge.

NET Generation covers all aspects of youth play by offering programs in schools and at after-school and community recreation centers; providing lessons from professional coaches; and offering team competitions and tournaments, said Morris. No matter where a family lives, it can easily locate the closest NET Generation-affiliated program through the organization’s website.

National Recreation and Parks Association Implements New Standards Impacting More Than a Quarter of a Million Children

There are now more than 1,750 local park and recreation agencies across the country involved in Commit to Health, which includes 19 evidence-based Healthy Eating Physical Activity (HEPA) standards such as serving fruits and vegetables at every meal, limiting sugary beverages and screen time, and ensuring the inclusion of moderate to vigorous physical activities for kids. But Chicago took its commitment the furthest, wrapping the 19 HEPA standards and more into a district-wide wellness policy that will live on long past NPRA's five-year commitment to PHA, ensuring that every child attending programming at the city's 529 park sites and 125 out-of-school-time programs will benefit.

Making (and sampling) zucchini pizza bites is just one of numerous activities the park district has been offering kids in its out-of-school-time programs since joining Commit to Health, a nationwide effort to create healthier environments for children in National Recreation and Parks Association (NRPA) programs. Commit to Health asks participating park and recreation agencies to increase healthier food offerings, physical activities, and health and wellness education for families.

Taste testing is what helped the Chicago Park District put foods such as grilled chicken nuggets with broccoli, whole wheat bagels, and carrot sticks on the menu at 52 after-school sites across the city, said Colleen Lammell-Harmon, who led the city's task force in developing the district-wide policy. "We wanted to include stuff the kids would eat," she said.

But, serving up healthier, kid-friendly foods isn't all they did. They overhauled offerings in their vending machines—which had been experiencing poor sales—replacing high-fat chips and sugary candy bars with baked chips, fruit and nut bars, baked cheddar crackers, and low-fat yogurt. "We picked snacks that give you the most nutrients," she said, adding that since the change, sales are so high "we're having a hard time keeping the vending machines full."

What's more, water and drinks with zero calories are priced 25 percent lower than all sugar-sweetened beverages to encourage better choices. The shift to healthier food and beverage options is backed up by nutrition education during all of their programming, said Lammell-Harmon. "We're teaching them that water should be their first choice."

All foods purchased and served in the city's parks must now meet federal and state nutrition standards and gain approval from the Wellness Department.

Since updating nutrition criteria in 2017, more than two million meals meeting these standards have been served to Chicago's youth.

"They went above and beyond in Chicago. They've set themselves up so that these standards will be sustainable and will continue to make an impact over time," said Allison Colman, Director of Health at NRPA. By wrapping the standards into a city-wide policy, she explained, the Chicago Park District also resolved equity challenges.

"Every single child, no matter what neighborhood they are living in, is entitled to the same health and wellness outcomes as other kids."

NRPA is now nearing completion of its commitment to PHA, which began in 2014. Since then, more than 1,750 summer camp and before- and after-school sites in 48 states have joined Commit to Health and incorporated the HEPA standards into their programming. Because of this, more than 318,000 youth have increased access to healthier meals and snacks and greater opportunities to run and play.

Though the commitment ends this year, the shift to a wellness focus at America's local parks will live on, said Colman, who noted that NRPA had developed its own evidence-based nutrition curriculum that can be accessed for free on its website by all partner agencies and community-based childcare providers, such as the YMCA of the USA, the Boys and Girls Clubs of America, and others. "All of these agencies are still engaged in our initiatives," she said. "That has been one of the biggest successes from a national perspective."

1,750
Local park and recreation agencies
involved in Commit to Health

2 Million+
Meals meeting federal and state nutrition
standards served to Chicago's youth

Giving New, Healthy Habits the Old College Try

College students learn a lot of things when they move away from home, but healthy habits aren't usually among them. That's been changing in recent years, as a growing number of colleges and universities join PHA's Healthier Campus Initiative (HCI). In 2018, 31 new colleges and universities joined HCI – a group that now totals 72 campuses, including 29 minority-serving institutions – to provide better food and nutrition and more opportunities for physical activity to students, faculty, and staff.

HCI partners create healthier living and learning environments throughout the year, but many also choose to kick off the academic year with a weeklong calendar of events focused on healthy living under the umbrella of PHA's Healthy Campus Week. Institutions of all sizes—from California State University, Fullerton, with an enrollment of 40,000 students, to Cheyney University of Pennsylvania, with roughly 500 students enrolled—enjoy the opportunity to start the school year off strong by engaging the campus community in health and wellness activities.

To date, the Healthier Campus Initiative includes more than 72 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 1.65 million students, faculty and staff, including more than 450,000 minority students and over 320,000 Pell grant recipients.

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CAMPUS
PARTNERS

29
MINORITY SERVING
INSTITUTIONS

MINDBODY Connections

Collaboration is the cornerstone of PHA partnerships, and when coupled with innovation and creativity, results soon follow. Take, for example, the case of California State University, Fullerton—a large, Hispanic-serving institution—and MINDBODY, the leading technology platform for the wellness industry, both of which joined PHA in 2018.

The MINDBODY app helps users at partner campuses find reduced-cost fitness classes in the community through independent studios and gyms. During Healthy Campus Week, MINDBODY identified a local dance studio that set up swing, salsa, and cha cha dance lessons on the Fullerton campus for anyone who wanted to give them a try. Participants received free PHA water bottles, sunglasses, and workout towels.

“We want to help people early in their college careers build a habit of health and wellness,” said Jennifer Saxon, Senior Director of Corporate Communications for MINDBODY. “Fitness does not have to be just getting on a treadmill. A dance class is an excellent form of physical activity and a lot of fun. We want to show students the wide variety of activities available for staying fit.”

Tracy Bryars, co-chair of the campus wellness council who works at St. Jude Medical Center, also brought in a Pound Fitness instructor. For two hours one afternoon, the instructor showed students, teachers, and staff how to pound out the beat with green, plastic drumsticks while moving to music in front of the campus recreation center. Students handed out information on healthy eating while members of the wellness council recruited passersby, offering free jump ropes to anyone willing to jump in and get active.

Other activities included Mental Health Monday, Rethink Your Drink, Dog Therapy, Outdoor Zumba, Wellness Workshops, and Fruit-n-Veggie Friday, during which students dressed as apples and split peas handed out free fruits and vegetables and asked their classmates to commit to eating more of them.

Healthy Campus Week went far beyond getting students to eat better and move more, members of the council said. It was truly about creating a healthier environment for everyone on campus – with lessons they hoped would apply off campus, as well.

“We wanted to make sure that they were learning about healthier eating and becoming healthier in their total lives,” said Alisha Brown, Director of Total Wellness for Fullerton’s Human Resources, Diversity and Inclusion Department. She added that faculty and staff were encouraged to take the information home with them, where they could encourage healthier living among their spouses and children. “We wanted the entire family involved in this process,” she said.

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“We wanted to focus on the whole student,” said Smith. “We wanted to show how mental and physical wellness impacts student success, both personal and academic.”

said Tracey Smith, a Life Coach and Wellness Specialist at Cheyney

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Providing Student Health and Wellness Programming on a Shoestring Budget

Creating a healthier campus environment takes effort, but it doesn't have to take extensive resources. Cheyney, the nation's oldest historically black academic institution, proved this to be the case by leveraging its connections on and off campus into greater opportunities for its students.

“We collaborated with other organizations on campus, with faculty, with academic and student organizations, and with people in the community,” said Tracey Smith, a Life Coach and Wellness Specialist at Cheyney whose connections in the community helped her recruit no-cost and low-cost dance teachers, yoga instructors, and others to host on-campus events during Healthy Campus Week, September 24-30, 2018.

One instructor taught Hip Hop Yoga and line dancing. Another put on a program called Rappin' to Prevention, which incorporated information on drug, alcohol, and tobacco use with dance movements. A male facilitator—a musician and poet—talked to young men on campus about the dangers of hyper-masculinity. Another spoke to young women about being Sick and Tired of Being Sick and Tired, a program focused on mental health issues such as anxiety and toxic relationships.

In the dining hall, a dietitian offered students samples of healthier meals and snacks, served up with a lesson on healthy eating.

Smith, along with three other life coaches hired by Cheyney to provide support to students throughout the year, spread the word by enlisting help from faculty members and programs such as the First Year Experience, which provides guidance and support to new students. They were also assisted by the school's Wellness Warriors, a group of students who help promote health and wellness activities on campus all year long.

“There's always something going on at Cheyney,” said Thomas Nixon, Project Coordinator, Title III Grants Management. “This was how we kicked off the year, by showing students there's something to do that's positive and that gets them more engaged. The more engaged students are, the more successful they are in the classroom.”

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Healthier Campus Initiative Partners



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SHOWCASE AND ACCELERATE SCALABLE WORK

SHOWCASE AND ACCELERATE SCALABLE WORK

Ending childhood obesity is an ambitious goal—one which PHA has always known could not be achieved by a single organization or even a single sector. The hallmark of PHA’s success has been its ability to forge partnerships between the public and private sectors, convening sometimes widely disparate interests motivated by the common goal of improving the health of America’s children. PHA’s annual Summit showcases innovative best practices and creates opportunities for collaboration among business and industry leaders, government and academic organizations, and advocates from the nonprofit sector. When selecting models to showcase and replicate, we do not restrict our lens to what’s being accomplished by PHA partners, instead looking broadly for the best examples of how to create healthier environments and provide healthier products to American families. PHA also plays a pivotal role in accelerating work that aligns with its mission, such as industry-wide standards for food, nutrition, and physical activity for children in early childcare settings.



2018 Innovating a Healthier Future Summit

“Business is coming to see that it has a role to play in solving global social problems, and not by forking over profits for a cause, but by building profitable solutions into the goods and services that we deliver. Nowhere is there greater opportunity to do that than with today’s food companies.”

—PHA President and CEO Nancy Roman, addressing 2018 Summit attendees.



PHA’s Summit provides a unique opportunity for business and industry leaders to collaborate with advocates from nonprofit, government, and academic organizations on innovative solutions to put an end to childhood obesity. On May 2-4, 2018, more than 650 leaders from the public and private sectors gathered at the Renaissance Hotel in Washington, D.C. to share new opportunities and explore market

solutions focused on raising a healthier generation of children.

Speakers at the 2018 Summit—who focused on the theme of Innovating a Healthier Future— included Ido Leffler, Co-Founder and Chairman of the e-grocer Brandless; Congressman Jim McGovern; and Dr. Todd Hobbs, Chief Medical Officer of Novo Nordisk, the 2018 Summit Premier Sponsor. Participants learned about how knowing where our food comes from can change the way we eat, what employers can do to support and improve employee wellness, and the current state of childhood obesity prevention in America.

During breakout sessions, participants were able to learn more about topics such as evidence-based strategies to help all people eat better; community-led partnerships that work; and how PHA partners are using technology to create better health for families.

As it has in the past, PHA announced numerous new partners and commitments at the 2018 Summit, including 16 new college campuses in its Healthier Campus Initiative and 11 new food banks in its Food Assistance Partnership program. It welcomed an extension of its partnership with the Produce Marketing Association and Sesame Workshop, which will continue efforts to make fruits and veggies more appealing to young consumers through 2021 by leveraging the popularity of characters such as Big Bird, Elmo, and Abby Cadabby.



PHA also recognized new partner Giant Food, which has committed to better and more prominent nutrition labeling and to bringing PHA’s FNV campaign to 164 stores in the D.C., Maryland, and Virginia area. FNV utilizes Madison Avenue-style marketing campaigns featuring high-profile sports and entertainment celebrities to drive consumption of fruits and vegetables.

While adults shared best practices and brainstormed new ideas, children at the Summit were introduced to healthier eating habits by former Obama White House Chef Quincy Jackson, who helped them prepare (and eat!) flavorful, healthy snacks. The kids also had the chance to learn how to grow healthy foods for themselves through hands-on, indoor gardening activities. Movement Matters—a program developed by childcare provider Bright Horizons—and yoga sessions showed the kids how to care for their bodies through exercise, stretching, and guided breathing activities.

Kids also had an opportunity to educate the adults: Influential kid leaders, such as young celebrity chefs and youth nonprofit leaders, offered advice on how industry professionals can best reach kids to encourage them to be their healthiest selves.

Catalyst for Change Awards

Each year, PHA recognizes partners and community leaders who exemplify positive change by developing solutions that allow children to grow up healthier. The third annual Catalyst for Change Awards—which include the PHA Partner of the Year Award, the PHA CEO of the Year Award, and the PHA Impact Award—were presented at the PHA Fit to Celebrate Gala on September 17, 2018.

The 2018 PHA Partner of the Year Award was presented to Mercedes-Benz USA and Laureus USA for their continued investment in communities in which children are disproportionately impacted by the nation’s obesity crisis. Mercedes-Benz USA and its dealer network invested a cumulative \$12.6 million in Laureus USA, a nonprofit organization that issues grants to community sports programs nationwide to improve the lives of youth and unite people through the power of sport.

Together, Mercedes-Benz USA and Laureus USA have improved the health and development of hundreds of thousands of children and young adults living in under-resourced communities across the country.

PHA’s CEO of the Year Award recognizes leadership, vision, and dedication among company executives committed to making sure all children grow up at a healthy weight. In 2018, PHA chose Seth Goldman, Co-Founder and TeaEO Emeritus of Honest Tea and Executive Chair of Beyond Meat, for his dedication to providing healthier beverages to children and his successful efforts to scale innovative solutions.

Products in Honest Tea’s children’s line—Honest Kids beverages—have water as the first ingredient and are sweetened only with natural, organic fruit juice. In developing its Appley Ever After product, Honest Tea used focus groups to determine how low they could push the sugar content before children would reject the drink. In October 2017, it was picked up by McDonald’s for the Happy Meal, introducing 200 million young consumers to a low-sugar, healthier beverage.

“PHA’s mission is to look for things that are working and scale them. Seth’s innovation of Appley Ever After, a drink that significantly reduced the sugar content children are getting through beverages, particularly in low-income areas, was a game changer,” said PHA CEO Nancy E. Roman, acknowledging award winner Seth Goldman.



Honest Tea—the nation’s top-selling organic, bottled tea—was acquired by the Coca-Cola Company in 2011, becoming the first organic and Fair Trade brand to be included in the world’s largest beverage distribution system.

The PHA Impact Award recognizes groups or individuals who spark change at the community level, achieve measurable impact, and use innovative approaches to reduce childhood obesity. In 2018, two winners were chosen: Brighter Bites and the Walking Classroom Institute.

Brighter Bites delivers fresh produce and nutrition education to families and teachers across the country. For 16 weeks during the school year and eight weeks during the summer, the organization supplies each participant with two bags of produce containing two servings per day of fresh fruits and vegetables for a family of four—all free of charge. Since the program began in 2012, it has delivered more than 18 million pounds of healthy food to more than 265,000 individuals in Austin, Dallas, Houston, New York, southwest Florida, and Washington, D.C.

The Walking Classroom Institute teaches school children in North Carolina about healthier choices through an innovative program that leverages the link between exercise and cognitive function. Students leave the classroom for brisk 20-minute walks while listening to pre-loaded educational podcasts—an activity that has earned high praise from participants, as well as significant results: 84 percent of the kids in the program say they now enjoy walking more, while 85 percent say the program helps them make healthier choices.

SUSTAINING PARTNERS



SUSTAINING PARTNERS

When it comes to improving children's health, PHA believes there's a role for each of us to play—no matter how big or small the company or organization. Our newly launched Sustaining Partner program provides opportunities for anyone working to create a healthier food supply and foster greater physical activity for American families. Our elite group of Sustaining Partners includes partners that have come to the end of their commitments and wish to continue to support PHA's mission, as well as companies and organizations that share our goal of reducing childhood obesity and are looking for a way to get onboard. Sustaining Partners contribute to the work that we do through multi-level financial contributions and cross-collaborative initiatives. Their work extends beyond the conversations generated at our annual Summit to working groups that meet throughout the year in order to explore innovative strategies and sustainable solutions that will allow all children to grow up a healthy weight.

Gold

**THE COLEMAN FUNG
FOUNDATION**



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Silver

Columbia

sodexo
QUALITY OF LIFE SERVICES

SOLUTRAN

Bronze





SPECIAL FEATURE

SPECIAL FEATURE: PHA'S NUTRITIONAL STANDARDS RECOGNIZED AMONG MOST RIGOROUS IN THE NATION

When PHA's partners commit to developing healthier products or broadening access to healthier options, the question of what constitutes "healthier" or "better for you" becomes critical. From the beginning, PHA made sure these commitments would result in meaningful changes by creating high standards that aligned with federal dietary guidelines for nutritious, healthy eating and that reduced or eliminated ingredients that contribute to obesity.

In 2018, these nutrition standards which are available to PHA partners and the general public in an online calculator were recognized in a Robert Wood Johnson Foundation (RWJF) commissioned report as being among the strongest and most rigorous in the nation.

RWJF's Healthy Eating Research Better-for-You Foods Scientific Advisory Committee composed of prominent researchers, nutritionists, and policy experts evaluated a dozen nutrition standards for better-for-you food and beverages used by a wide range of companies and organizations in the United States. PHA's standards ranked among the top three. It is worth noting that nutritional standards developed by two of PHA's partner companies Walmart and Ahold Delhaize were also ranked among the top eight.

PHA's standards "received a strong score because they consider both the product's nutrient quality, including factors such as saturated fat and sodium content, and the product's primary ingredients, such as whole grains or fruits and vegetables," the report concluded. It also recognized PHA for setting one of the lowest sodium standards evaluated, and noted that the online calculator makes PHA's standards user friendly for its partners.

In assessing the quality of PHA's standards, the committee found that the criteria provided the "highest consistency with Dietary Guidelines," represented all food groups, made few exemptions and set "strong limits for undesirable nutrients and food components."

PHA's Healthier Food and Beverage Product criteria are based on the 2015 Dietary Guidelines for Americans, with input from registered dietitians and other national experts. The online calculator created in partnership with the National Association of Convenience Stores (NACS) provides retailers, manufacturers, and distributors with an easy way to identify which packaged foods and beverages to stock, merchandise, and sell.

PHA's partners use these thorough standards to reformulate, label, and promote healthier products and to guide consumers to the healthiest options on their menus and store shelves.

"This top ranking by the Healthy Eating Research Advisory Committee validates PHA's commitment to excellence, transparency, and accountability," said PHA Chief Operating Officer Stacy Molander. "We are proud to share this recognition with our partners and supporters and encourage everyone to read the full report."

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LETTER FROM THE CEO: ACCELERATING A BETTER-FOR-YOU TOMORROW

As I reflect on PHA's efforts over the past year to drive healthier choices through partnerships with businesses, colleges, and food banks, "acceleration" is the word that best captures this stage of our work.

When we first began forging alliances between public and private industries, we were asking them to do something they'd never done before. Our work was guided by a clear strategy to engage with businesses to transform the marketplace with better-for-you choices; to create healthier environments; and to showcase the best of that work, with an eye toward accelerating it. Today—as a growing number of businesses see the value in offering healthier food and beverage choices and more opportunities for physical activity—we're forming innovative collaborations that replicate and scale these best practices.

PHA now:

- Works with nine convenience store chains and five distributors that are sourcing, promoting, and driving sales of better-for-you products, speeding the industry's drive toward change that is both profitable and healthier. Together, they reach more than 150 million customers each year at more than 2,000 locations across 37 states.
- Works with more than a dozen food banks, serving millions of low-income families, to source better-for-you foods and add fresh produce into their inventories.
- Supports 72 colleges and universities to offer better-for-you food options and more affordable opportunities for physical activity. Our Healthier Campus Initiative partners reach more than 1.65 million students, faculty and staff, and they continue to seek new ways to keep students moving and eating healthier.
- Works with 90+ celebrities – including five new additions brought on board this year – to promote fruits and vegetables under our Madison Avenue-styled FNV campaign, with the goal of increasing consumption of fresh produce wherever people may find it: at home, in restaurants, on campuses, and at food banks. We continue to push this campaign into new markets, influencing consumers who want their bodies to be fueled by the same foods that keep their favorite athletes at the top of their game.

While we have accomplished a great deal already, we must acknowledge that we are being outstripped by a culture that makes salty, fatty, sugary food accessible, cheap, and appealing. At the same time, omnipresent digital devices and cultural habits encourage sedentary lifestyles. We are up against a lot and must go even faster and harder at the problem, keeping our eyes and minds open to new paths forward.

As we look ahead to 2019 and beyond, we are challenging ourselves to embrace technology, artificial intelligence, and behavioral economics to further accelerate healthier trends. The stakes are high; we must continually push the marketplace to innovate and drive better-for you. We are committed to doing that.



NANCY E. ROMAN
President and Chief Executive Officer
PARTNERSHIP FOR A HEALTHIER AMERICA

PHA reports the progress of each of its partners toward the commitments they have made. A list of the companies that have already come to the end of their commitment term is below.

End of Term 2018

Aloha Petroleum, Ltd.
Blue Goji
Des Moines University
Emporia State University
Enmarket Stations, Inc.
Esstar, LLC
FirstBike
Florida State University
Howard University
Liberty University
Loyola Marymount University
Mississippi State University
Northern Arizona University
National Recreation and Parks Association
Nutri Ventures
Rochester Institute of Technology
Sodexo
Tri Star Energy
University of North Florida
University of Oregon
University of Pennsylvania
Urban Ventures

Partners Emeritus

American University, 2017
Arizona State University, 2017
Binghamton University, 2017
Bucknell University, 2017
Clayton State University, 2017
DICK's Sporting Goods, 2017
El Camino Hospital, 2017
Florida International University, 2017
George Mason University, 2017

George Washington University, 2017
Georgia Institute of Technology, 2017
Kwik Trip, 2017
Learning Care Group, 2017
Morrison Healthcare, 2017
Mushroom Council, 2017
Nike USA, Inc., 2017
Oakwood University, 2017
Oklahoma State, 2017
University One Medical, 2017
Saint Louis University, 2017
The North Face, 2017
The Ohio State University, 2017
U.S. Olympic Committee, 2017
University of Arizona, 2017
University of California, Los Angeles (UCLA), 2017
University of Miami, 2017
University of New Hampshire, 2017
University of North Dakota, 2017
University of Wisconsin-Madison, 2017
Washington University in St. Louis, 2017
California FreshWorks Fund, 2016
Dannon, 2016
The Fresh Grocer, 2016
KinderCare Education, 2016
Mercedes-Benz USA, 2016
Hackensack Meridian Health, 2016
Outdoor Foundation/Outdoor 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

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- Dough Rauch, MBA, Founder/President of Daily Table
- Gordon Reid, MBA, Brand President, Giant Food
- Vivian E. Riefberg, MBA, Senior Partner, McKinsey & Company, Inc.
- Leslie Sarasin, Esq., CAE, President and CEO, Food Marketing Institute (FMI)
- 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

2018 FUNCTIONAL EXPENSES

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, 2018.



CONDENSED STATEMENT OF FINANCIAL POSITION		
As of June 30	2018	2017
ASSETS	9,060,244	12,054,617
Liabilities	940,025	1,112,909
Unrestricted Net Assets	5,524,658	5,550,053
Temporarily Restricted Net Assets	2,595,561	5,391,655
Total Liabilities and Net Assets	9,060,244	12,054,617

CONDENSED STATEMENT OF FINANCIAL POSITION		
As of June 30	2018	2017
Total Revenue and Support	3,656,351	7,981,524
Total Expenses	6,477,840	12,092,023
Change in net Assets	(2,821,489)	(4,110,499)
Net Assets at Beginning of Year	10,941,708	15,052,207
Net Assets at End of Year	8,120,219	10,941,708





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