



# IN IT FOR GOOD

2013 ANNUAL  
PROGRESS REPORT  
EXECUTIVE BRIEF



# TABLE OF CONTENTS

MAKING STRIDES	4
A MESSAGE FROM THE FIRST LADY	6
PHA FRAMEWORK	10
METHODOLOGY	12
CHILDCARE/EARLY CHILDHOOD	16
HEALTHY FOOD ACCESS	20
HEALTHIER OPTIONS IN THE MARKETPLACE	24
INCREASING PHYSICAL ACTIVITY	28
ENGAGEMENT	32
EXPANDING OUR REACH	34
BUILDING A HEALTHIER FUTURE	36
PROMOTING & BROADENING OUR EFFORTS	38
THE WORK STILL AHEAD	40
BOARD OF DIRECTORS	43
PHA FOUNDERS	44
PARTNERS EMERITUS	46
STATEMENT OF FINANCIAL POSITION	47



# MAKING STRIDES BUILDING UPON EARLY SUCCESS

In Summer 2013, the Centers for Disease Control and Prevention (CDC) released some encouraging statistics: obesity rates among low-income preschoolers, after climbing for decades, began to level off and are now showing small declines in 18 states and the U.S. Virgin Islands.

That is something in which every one of us working to reduce childhood obesity – in both the public and private sectors – should take pride. But it is only just a start: The same report found prevalence increased in three states and remained unchanged in 20 more. According to the CDC, children who are obese or overweight before the age of five are five times more likely than normal-weight children to grow into obese adolescents and adults, placing them at greater risk for high blood pressure, type 2 diabetes and cardiovascular disease. And we all know that for low-income children these statistics are only exacerbated.

It's been just four years since the Partnership for a Healthier America was created to tackle this urgent national health crisis by transforming the marketplace to offer healthy choices that are more accessible and affordable. **In that short time, we have spurred meaningful action from our growing list of partners and collaborators and have begun to see a corresponding shift in consumer expectations.** To date, PHA has secured commitments from more than 60 partners, who are collectively creating a marketplace that offers an ever-widening array of healthy choices to American families in the places they work, eat, live and play.

Together, our partners touch more than 45 million Americans, including 5.3 million children in nearly 2,000 cities and every state in the nation, plus Puerto Rico. Commitments from PHA partners have resulted in nearly 70,000 children in daycare eating healthier meals; more than 370 new grocery stores opening in neighborhoods with low access to healthy, affordable food; and more than 3 million kids taking part in increased physical activity.

A year ago, we convened leaders from the private, non-profit, academic, government and philanthropic sectors in Washington, D.C., at our second annual Building a Healthier Future Summit, and were reminded by First Lady Michelle Obama that creating a world in which the healthy choice is the easy choice, "isn't rocket science. We have everything we need right here and right now to make this happen."

Thanks to the engagement of many of you, we have numerous successes to celebrate from the past year that prove just that:

Sesame Workshop and the Produce Marketing Association joined PHA by signing a two-year agreement to help promote fresh fruit and vegetable consumption among kids, with the help of Elmo and Rosita.

Over the past year, nearly 400 hospitals joined our Hospital Healthy Food Initiative. Collectively, their commitment could impact more than 40 million patients and half a billion hospital meals annually. These healthier meals include more fruits, vegetables, whole grains and fewer calories for patients and their family members at prices equal to or lower than other menu options.

2013 also saw the launch of Let's Move! Active Schools, a national collaboration with support from PHA partners Nike Inc., Reebok and Kaiser Permanente. This initiative identifies and trains individual school champions — be they parents, teachers, administrators or community leaders — who are dedicated to integrating more physical activity into the school day.

Recently, we received an encouraging confirmation from the Robert Wood Johnson Foundation showing that the Healthy Weight Commitment Foundation — a group of 16 leading food and beverage companies and PHA's very first private sector partner — cut 6.4 trillion calories from products sold to American consumers in 2013, exceeding its pledge by more than 400 percent.

PHA takes pride in its commitment to verification, and our annual progress report is designed to show the public how our partners are faring as they tackle this daunting challenge. Our report released last March was the first of its kind, intended to hold up a mirror to the commitments that have been made and to let transparency keep our partners on track.

Of course, nobody said it would be easy. The successes our partners are seeing far outweigh the challenges, as evidenced by their growing number and by the increased consumer demand for healthier options across all industries. And though challenges remain, together, we are moving the nation toward our goal of making the healthy choice the easy choice for American families — one commitment at a time.

**JAMES R. GAVIN III, MD, PhD**  
CHAIRMAN OF THE BOARD, PARTNERSHIP FOR A HEALTHIER AMERICA



## A MESSAGE FROM FIRST LADY MICHELLE OBAMA

Last year, when the Partnership for a Healthier America published its first progress report, I was struck by how much progress we've made on behalf of our kids' health in so little time. A year later, I continue to be impressed not only by the progress we're making, but by the way PHA has continued to build enthusiasm within the business community. Leading companies are working not only with each other, but with parents, teachers, community leaders and government agencies to make real, lasting change for America's families. And all of that effort is centered on achieving the ambitious goal we set when we first started Let's Move! — ending the epidemic of childhood obesity within a generation, so that all of America's children can grow up healthy and reach their fullest potential.

Because of PHA's leadership, we are so much closer to that goal now than we were four years ago. You've helped our schools, childcare centers and communities serve more nutritious meals and engage kids in more physical activity. You've helped hospitals and all kinds of businesses offer healthier foods. You've helped to make it easier for busy parents to pick up fresh fruits and vegetables at the grocery store or order a healthy option off the kids' menu at a restaurant.

So I want to thank you for all of the work you've put into this effort. We all should be encouraged that we're beginning to see reductions in childhood obesity rates — especially among low-income preschoolers — for the first time in years. The fact is, we're on the right track. But the overall landscape of this issue — one in eight preschool children is diagnosed as obese, including one in five African-American preschoolers and one in six Hispanic children — continues to show us we have so much more work left to do.

We cannot let up until every child growing up in America has the opportunity to grow up healthy and achieve his or her dreams. I know that reaching that goal is possible. Thank you again for all that you've done so far and for your commitment to the work that remains.

**FIRST LADY MICHELLE OBAMA**  
HONORARY CHAIR, PARTNERSHIP FOR A HEALTHIER AMERICA



CURRENTLY  
**1 OUT OF 3**  
CHILDREN IN THE  
UNITED STATES  
IS OVERWEIGHT OR OBES



IF CURRENT TRENDS CONTINUE,  
BY 2030 ROUGHLY

**HALF**  
OF ALL AMERICANS  
WILL BE OBES



**1 IN EVERY 4**  
17-TO-24-YEAR OLDS IS  
**TOO HEAVY**  
FOR MILITARY SERVICE

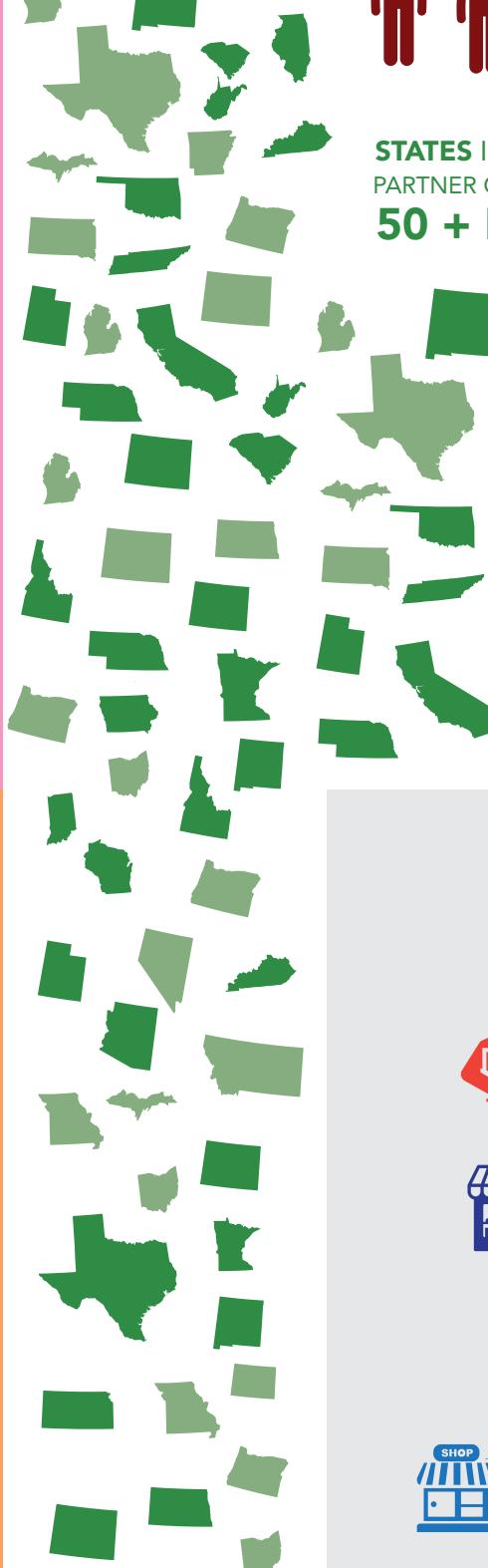
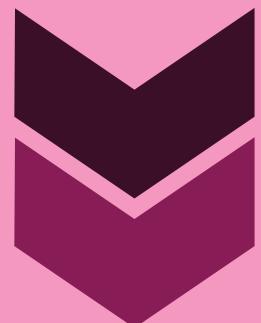


IN THE LAST DECADE,  
OBESITY RATES IN  
**CHILDREN 2 TO 5 YEARS OLD**  
HAVE DECREASED 43%,  
**FROM 13.9% TO 8.4%**



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

# THE BIG PICTURE



INDIVIDUALS IMPACTED BY PARTNER COMMITMENTS

**6,822,375**  
+ **39,027,245**  
**45,849,620**

CHILDREN IMPACTED BY PARTNER COMMITMENTS

**3,684,139**  
+ **1,697,279**  
**5,381,418**

AMOUNT OF FUNDING DEDICATED  
BY PARTNERS TO SUPPORT HEALTHY  
EATING & PHYSICAL ACTIVITY

<b>\$302,468,693</b>	2012
<b>\$28,111,388</b>	2013
<b>\$330,580,081</b>	TOTAL

## PHA PARTNERS HAVE COMMITTED TO:



CREATING HEALTHIER ENVIRONMENTS IN CHILD CARE SETTINGS FOR  
MORE THAN 650,000 CHILDREN BY 2015



BUILDING AND EXPANDING MORE THAN 1,500 GROCERY STORES AND OTHER FOOD  
RETAIL LOCATIONS, BRINGING MILLIONS OF AMERICANS ACCESS TO HEALTHY,  
AFFORDABLE FOOD BY 2016



GETTING MORE THAN 3 MILLION KIDS MOVING MORE



OVER THE NEXT DECADE, MAKING MARKET CHANGES THAT WILL REDUCE CALORIES AND  
SODIUM AND OFFER HEALTHIER CHOICES FOR BILLIONS OF CUSTOMER VISITS AT  
HOTELS, RESTAURANTS AND GROCERY STORES AROUND THE COUNTRY

# THE PHA FRAMEWORK

American consumers are changing. With an ever-present eye toward their health and the health of their families, they are beginning to seek healthier choices and rewarding those companies that are increasingly providing them. This didn't happen by accident.

Four years ago, PHA joined other key stakeholders in the fight to end childhood obesity. In recognition of the fact that we simply could not win this war without them, we began engaging corporate America in the battle. We have proudly played the role of catalyst in encouraging and enabling companies to change the way they do business; to forge often-unlikely partnerships with competitors; to eliminate barriers that prevent physical activity and healthy eating; and to provide healthier choices for all families, regardless of where they live or how much they earn.

As our partners have made healthier choices easier, PHA has worked diligently to focus consumers on the healthy option as the default option. **Together, we have reduced the price of healthy food choices and worked to market healthier choices in positive ways. We have worked to increase access to physical activity and have asked people to drink more water.** We have done it all with one eye on improving health and the other on making sure that kids can still be kids, enjoying indulgences, celebrating victories and having fun — because that's what being a kid is all about.

As we've done this, the private sector has also learned a valuable lesson: These changes aren't just about good social responsibility — they're about good business. You can indeed "sell health," and our partners are proving it. In the pages ahead, we'll show you how.

A year ago, we issued our first progress report, making public the goals and commitments of our partners and collaborators. When partners sign on with us, they understand that we expect them to keep their promises, and that we're going to hold them publicly accountable.

PHA partners — whether they're big, national retailers, regional grocers or consumer brands — agree to have their progress verified by an independent third party. These outside organizations provide us with data that we then publish. Last year we did so in the pages of this report. This year, with the number of committed partners and initiatives growing, we will continue to make that data public, but, in the interest of space, we have

“ Partnership for a Healthier America ... is a model of how activists and every industry should try to resolve their differences and make an impact. Its novel approach: getting the free market to help solve a societal problem in which it plays a role.” - Forbes, April 2013



compiled it into a database available for online viewing at [progressreports.ahealthieramerica.org](http://progressreports.ahealthieramerica.org). Nothing about this data has changed except for the location – it will continue to show you, in measurable form, how well our partners are advancing toward their commitments and where they may be falling behind.

We encourage you to publicly laud those organizations that are on track or in many cases exceeding their goals, and to stand behind them as consumers. **As the First Lady recently said, "When companies do the right thing ... when they give us the healthy options we've been asking for, we need to vote with our wallets. That's how we need to send a clear message that this is what we want for our families. And that's how we get even more fresh food in our communities, because when companies see that we're going to buy this stuff, then they'll keep making it."**

The pages that follow include an overview of progress for each of our partners in five broad categories: Childcare/Early Childhood, Healthy Food Access, Healthier Choices in the Marketplace, Increasing Physical Activity and Engagement. We have also highlighted new initiatives from organizations that collaborate with us to promote healthier living through special programs, media and social marketing.

As you look through this report, we hope you'll be as excited as we are about the progress that our partners have made and the momentum they've built.

# METHODOLOGY

One of PHA's main goals is, as we often say, to ensure that commitments made are commitments kept. To assess the progress of PHA partner commitments, Altarum Institute, as the primary third-party verifier for commitments made to PHA, works with a team of external verifiers.

Together, the verifiers approach the process with three goals:

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

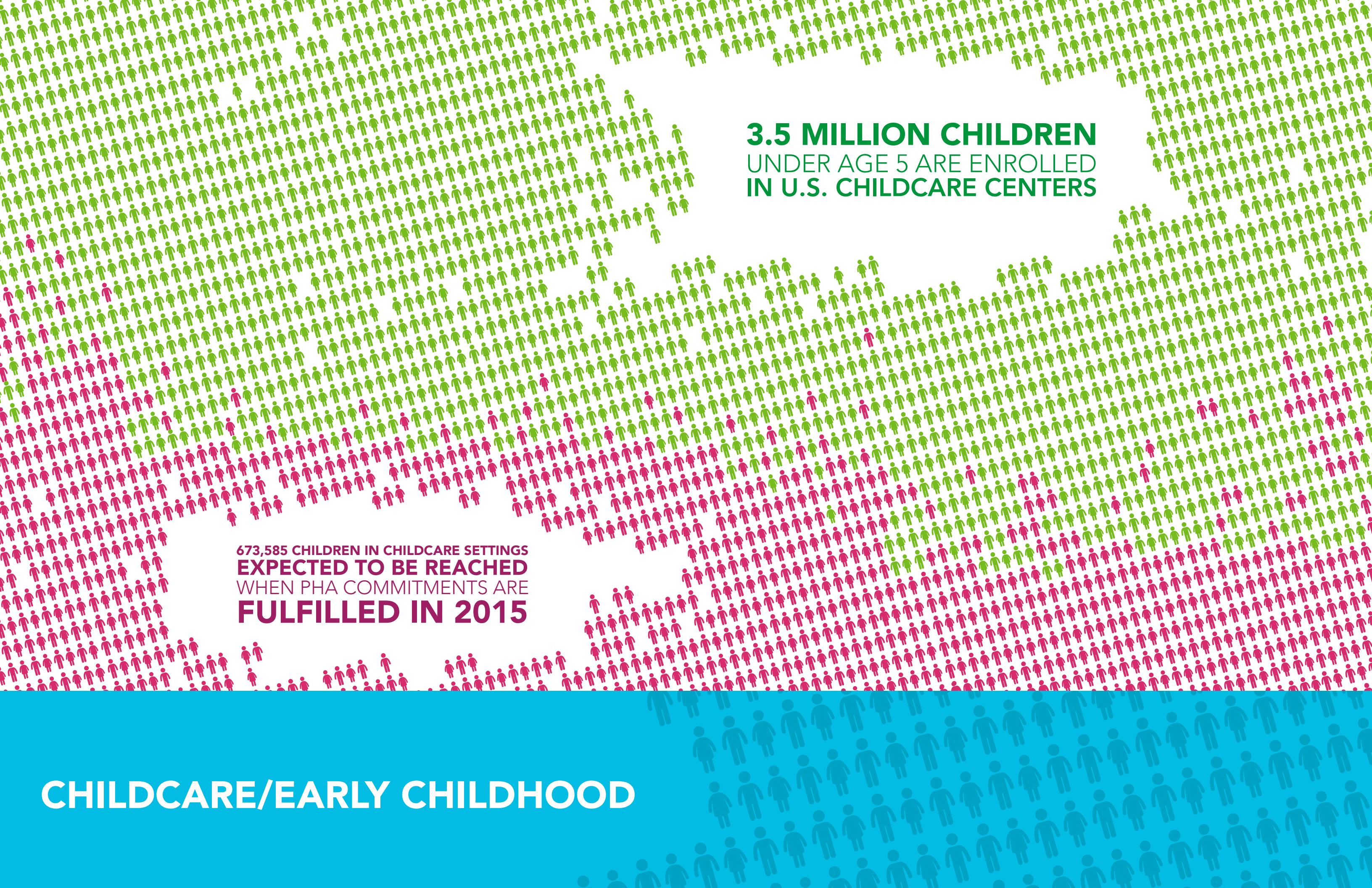
The general methodology in approaching the verification process is as follows:

- **Gather background information on commitments**
- **Operationalize commitment elements and identify appropriate indicators and data sources**
- **Work with 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 — such as the Wellness Child Care Assessment Tool — to menu and nutrient analyses to GIS software that maps new grocery stores against USDA-designated food desert census tracts or low supermarket access (LSA) areas.

More detailed methodology for each partner is outlined in the online companion to this report, available at [progressreports.ahealthieramerica.org](http://progressreports.ahealthieramerica.org).





**3.5 MILLION CHILDREN  
UNDER AGE 5 ARE ENROLLED  
IN U.S. CHILDCARE CENTERS**

673,585 CHILDREN IN CHILDCARE SETTINGS  
**EXPECTED TO BE REACHED**  
WHEN PHA COMMITMENTS ARE  
**FULFILLED IN 2015**

**CHILDCARE/EARLY CHILDHOOD**

## CHILDCARE/EARLY CHILDHOOD

Our childcare partners — Bright Horizons Family Solutions, New Horizon Academy and YMCA of the USA — collectively serve more than 750,000 children. Each has promised that their facilities will serve fruits and vegetables with every meal; feed kids in a family-style setting; provide a minimum of 1-2 hours of physical activity each day; and limit screen time activities.

### COMPLETED COMMITMENT

In 2013, PHA early childhood partner Kaiser Permanente, one of the nation's largest healthcare providers, completed its commitment to improve the health of nearly 100,000 babies and mothers in its care. Kaiser achieved the highest standards in breastfeeding in 28 hospitals that offer maternal and child health services.





## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Design and implement programming, policies, and procedures to be used in daily operations so that Bright Horizons child care centers can ensure that all children are being provided the healthiest available food choices and the recommended amount of time dedicated to physical activity. This will include: eliminating sugar-sweetened beverages, increasing consumption of fruits and vegetables at every meal, eliminating fried foods, confirming that no time is being spent in front of televisions or video games and that computer use is limited to educational activity and ensuring children engage in at least 1-2 hours of physical activity daily.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

3 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Bright Horizon did not have any reporting or compliance deadlines in 2013	N/A	N/A	N/A

## **2013 PARTNER STATEMENT**

"Bright Horizons centers continue to be energized with the opportunity to guide very young children onto the path of well-being. Ideas for new menus, new opportunities to engage in physical activities inside and out, new vehicles for parent and teacher education help us to continue our efforts to give the children we care for a healthy start in life."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Support breastfeeding in Kaiser Permanente hospitals by participating in breastfeeding-friendly programs; implementing a system-wide performance improvement program to achieve the highest possible rates of exclusive breastfeeding; developing a breastfeeding practices implementation guide and including rates of exclusive breastfeeding at discharge as a core quality measure system-wide.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

1.5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Twenty-nine Kaiser Permanente hospitals that offer maternal and child health services will achieve Baby-Friendly USA designation and/or participation in The Joint Commission's (TJC) Perinatal Core Measures program ("TJC perinatal bundle"), including public reporting of Perinatal Core Measure 5 (exclusive	January 2013	November 2013	Between January and November 2013, no additional Kaiser Permanente hospitals that offer maternal and child health services achieved Baby-Friendly USA designation and/or began participating in TJC's perinatal bundle. Kaiser Permanente has reported that two hospitals (including one facility acquired in 2011 not included in the PHA commitment) are working towards

breastfeeding at discharge).

achieving Baby-Friendly USA designation and participation in the TJC perinatal bundle by 2014. Overall, including data submitted by December 19, 2012 for the past reporting year, 28 Kaiser Permanente hospitals that offer maternal and child health services have achieved Baby-Friendly USA designation and/or were participating in TJC's perinatal bundle. It has made 96% progress towards meeting its commitment.

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Publically release a Hospital Systems Breastfeeding Practices implementation guide that includes:

- Summary of evidence
- Evidence-based practices
- Program measurement strategy
- Performance improvement tool
- Best practices

March 2013

November 2013

The Improving Hospital Breastfeeding Support: Implementation Toolkit by Kaiser Permanente was publically released in April 2013 as is available at: <http://kpcmi.org/wp-content/uploads/2013/03/kaiser-permanente-breastfeeding-toolkit.pdf> The 103-page guide is designed to assist health care organizations and hospitals teams in planning and implementing performance improvement projects designed to promote breastfeeding. The toolkit contains all required elements, including a summary evidence to support breastfeeding, evidence-based practices, program measurement strategy, a performance improvement tool and best practices, as well as 28 sample materials and templates.

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## 2013 PARTNER STATEMENT

"Kaiser Permanente continues to advance industry-leading support for breastfeeding, both within and beyond the commitment with PHA. Breastfeeding is a critical measure on the quality dashboard used by executives - part of what defines quality care delivered at Kaiser Permanente - and an integral part of organizational culture. In 2013, Kaiser Permanente:

- Supported new legislation that requires all hospitals providing perinatal care in California to adopt 'The Ten Steps to

'Successful Breastfeeding' per Baby-Friendly USA or to adopt an evidence-based alternate process. The bill, SB-402, was signed into law by Governor Brown.

- Released the Improving Hospital Breastfeeding Support Implementation Toolkit, which received wide praise after its release, including promotion by the California WIC Association as a best practice guide for fulfillment of SB-402 requirements. In the first 4 months after its publication, the online toolkit had more than 3,300 unique page views from all over the world.
- Continued to enhance breastfeeding support for all Kaiser Permanente mothers and babies through an inter-regional Community of Practice, promoting continuation of breastfeeding throughout the infant's first year of life. In 2014, all regions will actively collect longitudinal data on breastfeeding, aiming to exceed Healthy People 2020 targets within the next 2 years. "



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Design and implement policies and procedures consistent with the Let's Move! Child Care standards in all New Horizon Academy child care centers operated in Minnesota and Idaho (69 centers serving approximately 7,500 children). This will include eliminating sugar-sweetened beverages; increasing consumption of fruits and vegetables at every meal; eliminating fried foods; reducing time spent in front of television, computers or video games and ensuring children engage in at least 1-2 hours of physical activity daily.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

3 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Have in place corporate policies that reflect best practices as determined by the Yale Wellness Child Care Assessment Tool (WellCCAT).	May 2013	November 2013	All corporate policies were submitted at the outset of the commitment and were initially coded in June 2012. New Horizon Academy made changes and clarifications to their policies and submitted revised policies for recoding, which was completed in April

2013. Current corporate policies reflect Let's Move! Child Care standards as well as best practices as outlined in the WellCCAT.

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At least 85% of centers will provide 1-2 hours of physical activity throughout the day, including outside play when possible.	May 2013	November 2013	Ninety-one percent of centers are providing at least 1 hour of activity per day for infants and 97% of centers are providing at least 1 hour of activity per day for toddlers, preschoolers, and kindergarteners. All centers include daily outdoor time - 93% provide at least 1 hour of outdoor time per day.
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At least 85% of centers will eliminate screen time for children under two years.	May 2013	November 2013	Children under 2 years of age are not exposed to any screen time in 97% of centers.
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At least 85% of centers will strive to limit screen time to no more than 30 minutes per week for children ages two and older, and work with parents and caregivers to ensure children have no more than 1-2 hours of quality screen time per day	May 2013	November 2013	Eighty-two percent of centers have no screen time for children between the ages of 2 and 3 years, and 40% of centers have no screen time for children between the ages of 3 and 5 years. Ninety-six percent of centers ensure that every child's maximum exposure time to screens on a given day is less than 30 minutes while the child is in care. None of the centers use television at any time. Ninety-seven percent of centers indicate using one or more strategies to communicate suggested screen time limits to parents. Most centers use several different strategies, including electronic and paper newsletters, posters, parent-teacher conferences, and home handouts.
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At least 85% of centers will serve fruits or vegetables at every meal.	May 2013	November 2013	Ninety-seven percent of centers serve a fruit or vegetable at every meal.
At least 85% of centers will eat meals family-style when possible.	May 2013	November 2013	Ninety-seven percent of centers eat meals family style. Family style dining was defined rigorously, and includes placing food on the table in bowls for self-service by the children; having caregivers sit with the children to eat; teaching appropriate manners during meals; encouraging children to try new foods and setting a pleasant mealtime environment.
At least 85% of centers will eliminate fried foods.	May 2013	November 2013	Seventy-two percent of centers are serving no fried food; an additional 21% served it on only one day in the past week.
At least 85% of centers will provide access to water during meals and throughout the day.	May 2013	November 2013	Ninety-one percent of centers report providing having water easily and visibly available to children for self-serve at any time of the day. The remaining centers offer water for self-service during meals and snacks, and make it readily available upon request at all other times of the day.
At least 85% of centers will not serve beverages with added sugars.	May 2013	November 2013	No centers are serving any beverages with added sugar.
At least 85% of centers will serve low-fat or non-fat milk to children ages two and	May 2013	November 2013	Eighty-four percent of centers serve 2-year-olds low-fat or skim milk, while 92% of centers serve children aged 3 and over low-

older.

fat or skim milk. The lower percentage of compliance with two-year-olds stems from classrooms in which children over and under 2 years old are together.

At least 85% of centers will serve children no more than one 4-6 ounce serving of 100% juice per day.	May 2013	November 2013	Eighty-four percent of centers do not serve juice at all. An additional 14% limit children to no more than one 4-6 ounce serving per day.
At least 85% of centers will provide, for mothers who want to continue breastfeeding, their milk to their infants and welcome them to breastfeed during the child care day, and support all parents in their decisions about infant feeding.	May 2013	November 2013	One hundred percent of centers use specific strategies to accommodate mothers who wish to breastfeed. Strategies include (but are not limited to) refrigerated storage for breast milk, private areas for mothers who wish to breastfeed or express milk and training for staff on the proper handling of breast milk
At least 85% of centers will implement a PHA-approved physical activity and nutrition information education program for children by providing parents and child care providers with information for use with children.	May 2013	November 2013	All centers provide nutrition and physical activity information materials to parents and providers for use with children. Information is delivered through parent and staff handbooks, electronic and paper newsletters, fliers, informal conversations, formal conferences, family events, health fairs, and menus.

## 2013 PARTNER STATEMENT

"Consistent with our mission of continuous improvement and building the self-esteem of our children and employees, New Horizon Academy takes pride in our commitment to Partnership for a Healthier America. Our five PHA focus areas include increasing the amount of daily physical activity, eliminating screen time for very young children while limiting screen time for preschoolers, improving the quality of food offered, limiting the offering of beverages other than milk and water, and promoting family friendly breastfeeding practices in our programs. We continue to honor our commitment in each focus area. For example, our 2013 parent



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Adopt and implement specific policies and procedures governing healthy eating, physical activity and screen time practices in YMCA of the USA (Y-USA) early childhood and afterschool programs. Develop a Quality Rating and Improvement System to support implementation efforts and track implementation progress.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

4.5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Fifty percent of Y-USA Member Associations with early childhood or afterschool programs will be in compliance with the Healthy Eating and	July 2013	April 2014	Results for the fifty percent compliance commitment element will be reported next year. After collecting and reporting baseline data on implementation of the HEPA Standards by Ys with early

Physical Activity (HEPA) Standards.

childhood and afterschool programs, Altarum conducted site visits to 10 Y early childhood programs and 10 Y afterschool programs from May-November 2012 to assess implementation of the HEPA standards. Results from the site visits were:

- Parent Engagement=16 (80%) sites meeting
- Physical Activity Time=16 (80%) sites meeting
- Outdoor Play=16 (80%) sites meeting
- Limit Screen Time=12 (60%) sites meeting
- Fruits and Vegetables=1 (5%) sites meeting
- Family Style Meals=2 (10%) sites meeting
- Fried Foods=8 (40%) sites meeting
- Drinking Water=12 (60%) sites meeting
- Sugar Sweetened Beverages=18 (90%) sites meeting
- Milk=14 (70%) sites meeting
- Juice=19 (95%) sites meeting

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Y-USA will adopt specific policies and procedures for HEPA Standards in early childhood and afterschool programs. Y-USA Member Associations, will, in turn, enter into Memoranda Of Understanding with Y-USA upon either formally adopting the standards or through accepting the standards through the use of materials, services, or grants made available to them by Y-USA.

November 2015

April 2016

As of April 2013, the CEOs of 619 (74%) Y Membership Associations with childcare or afterschool programs made a commitment pledge to implement the HEPA Standards.

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Develop and utilize a Quality Rating and Improvement System (QRIS) to facilitate the work of Y-USA Member Associations in implementing policies and procedures, and in tracking this implementation through annual assessments, trainings, a 'healthy vendor' program, community and state level advocacy and the use of programs and program materials which include educational and operational content consistent with the policies and procedures that adhere to the HEPA standards.

November 2015

April 2016

Y-USA developed a training program for afterschool staff, Building Healthy Programs for Kids: HEPA Standards, which was designed to increase knowledge, skills, and motivation to implement the HEPA Standards in afterschool programs. As of March 11, 2013, there were 39 trainers from across the country approved to train the course and 815 Y afterschool program staff had completed the training course. The evaluation of the course found a statistically significant increase in the average percent of sites with which trainees work that met the standards for 7 out of 11 of the HEPA Standards. Y-USA created a Healthy Vendor Program to facilitate purchasing agreements with preferred vendors whose products support implementation of the HEPA Standards. A Healthy Vendor Toolkit was developed and disseminated in January 2013 to provide guidance to Ys on working with vendors to ensure that vendors provide high-quality services and products that meet the HEPA Standards. As one example, H.U.M.A.N. Healthy Vending has signed a contract with Y-USA to supply healthy items in Y vending machines. As of April 10, 2013, this vending was available in 116 Y branches located in 27 states.

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Utilize the measures of progress included in the QRIS as the basis on which recognition and grant funding will be made available as incentives for implementing

November 2015

April 2016

Y-USA initiated a Request for Proposals in December 2012 to all Ys with early childhood or afterschool programs that had pledged a commitment to implement the HEPA Standards. In April 2013, 50 Ys received grant funds to help

policies and procedures.

support implementation of the standards through purchase of resources such as refrigeration equipment, play equipment and staff training.

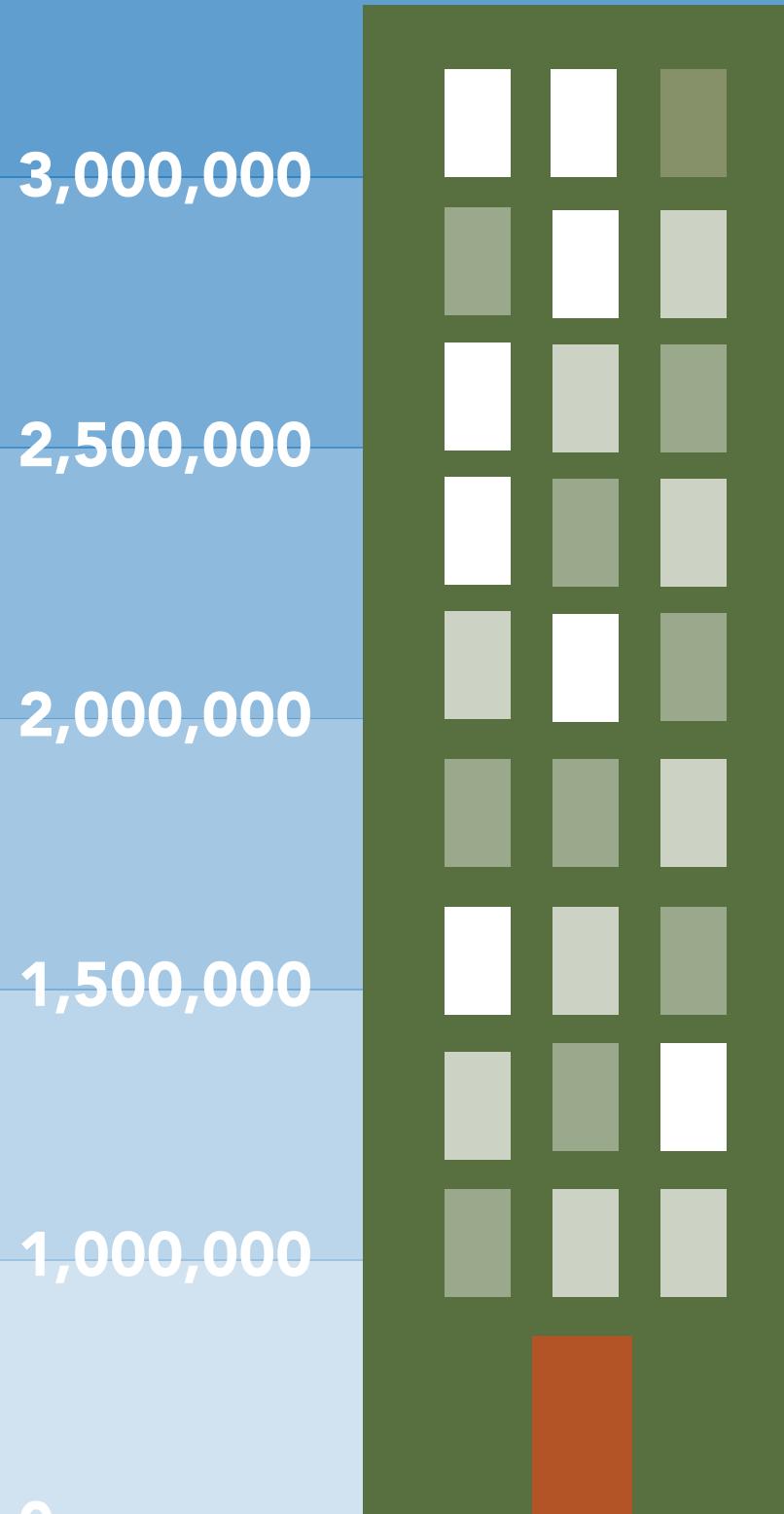
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## **2013 PARTNER STATEMENT**

"The Y, one of the nation's largest nonprofit childcare providers, wants to also be the nation's healthiest childcare provider. Our aim is to improve the health of hundreds of thousands of children seen daily in the Y. In 2011, YMCA of the USA made a formal commitment to the Partnership for a Healthier America (PHA) and first lady Michelle Obama to adopt early childcare and afterschool program standards for promoting healthy eating and physical activity (HEPA).

"Since that commitment, 83% of all Ys with an early childhood or afterschool program have pledged to implement the new HEPA standards. This represents a 51% increase in commitments over the past year. Many sites have made progress toward compliance: 80% of sites visited by our evaluator met standards for parent engagement, PA time, and outdoor play; 95% of sites visited met standards for juice servings.

"During this second year of implementation Y-USA dedicated resources to bring on a full time Technical Advisor to work directly with local Y staff implementing the standards. New resources were developed to support Ys with implementation. Y-USA secured funding from the Corporation for a Healthier America (CHA) to support implementation of the standards across the country.



**\$270 MILLION IN FINANCING**  
IS AVAILABLE OVER A FIVE-YEAR COMMITMENT

**3,600,908 INDIVIDUALS RESIDING IN A FOOD DESERT**  
CENSUS TRACT OR LIMITED SUPERMARKET ACCESS AREA SERVED BY NEW OR RENOVATED GROCERY STORES

IN 2011, 23.5 MILLION AMERICANS LIVED IN LOW-INCOME AREAS THAT LACK STORES LIKELY TO SELL AFFORDABLE & NUTRITIOUS FOODS

**372 NEW OR RENOVATED GROCERY STORES OR RETAIL LOCATIONS HAVE OPENED IN OR AROUND FOOD DESERTS**

**MARKET**

**HEALTHY FOOD ACCESS**

## HEALTHY FOOD ACCESS

PHA Healthy Food Access partners work to bring fresh, healthy, affordable food into the communities that need it most. Each of these partners — Brown's, Calhoun Foods, Klein's ShopRite, SUPERVALU, California Endowment Fresh Works Fund, the Fresh Grocer, Walgreens and Walmart — has agreed to finance, open or expand stores in communities that lack easy access to fresh food or groceries. Together, these partners served 2.3 million new customers living in such areas in 2013, and a total of 3.6 million new customers since the beginning of their commitments.



"I want to emphasize three things:  
First, the problem of food deserts is real. Second, it is a problem that is being solved in Philadelphia and can be solved throughout the United States. And finally, the solutions to the problem will have positive impacts on our economy, and more importantly, on the health of our citizens."

**Jeffrey Brown**

President and CEO of Brown's Super Stores & Associates



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Build one supermarket and significantly expand and remodel a second supermarket in or around defined food deserts.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Submit annual report, including progress on building 1 supermarket and significantly expanding and remodeling a second supermarket located in or around a food desert.	July 2016	July 2013	Zero (0) stores were built in or around a food desert during the performance period August 2012 through July 2013. To date, Brown's expanded or remodeled a total of 1 store in or around a

food desert. It has made 50% progress towards meeting its commitment.

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Submit annual report, including number of people residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.

July 2016

July 2013

Zero (0) people were served by stores opened during the reporting period August 2012-July 2013 because no new supermarkets were built during this time period.

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Submit annual report, including number of low-access and number of low-income/low-access individuals residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.

July 2016

July 2013

Zero (0) people residing in a food desert were served by stores opened during the reporting period August 2012-July 2013 because no new supermarkets were built during this time period.

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Submit annual report, including number of new jobs created.

July 2016

July 2013

Zero (0) new jobs were created by stores opened during the reporting period August 2012-July 2013 because no new supermarkets were built during this time period.

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## **2013 PARTNER STATEMENT**

"Brown's Super Stores is excited to report that we will complete our commitment in 2013 with the opening of the ShopRite of Fox Street. The 67,000 square foot full service grocery store is the anchor tenant of the Baker's Centre project, bringing new businesses and development to the Nicetown community of North Philadelphia. The store offers a wide array of fresh products including halal meat, fresh seafood, and a large produce department. Additionally, the store includes 250 permanent jobs, a health clinic, nutrition services, community space, pharmacy, and a credit union branch. The new ShopRite of Fox Street (August 2013) and expanded



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Build 10 grocery stores in or around food deserts.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Submit annual report, including number of new grocery stores built in food deserts	July 2016	July 2013	Zero (0) stores were built in or around a food desert during the performance period August 2012 through July 2013. To date, Calhoun's has made 0% progress towards

towards  
meeting their  
commitment.

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Submit annual report, including number of people residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.	July 2016	July 2013	Zero (0) people were served by stores opened during the reporting period August 2012-July 2013 because no new supermarkets were built during this time period.
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Submit annual report, including number of low-access and low-income/low-access individuals residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.	July 2016	July 2013	Zero (0) people residing in a food desert were served by stores opened during the reporting period August 2012-July 2013 because no new supermarkets were built during this time period.
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Submit annual report, including number of new jobs created.	July 2016	July 2013	Zero (0) new jobs were created by stores opened during the reporting
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period August  
2012-July 2013  
because no new  
supermarkets  
were built  
during this time  
period.

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### **2013 PARTNER STATEMENT**

"Calhoun Foods is happy to announce that we have worked diligently with our wholesaler, Associated Wholesale Grocers (AWG), over the past two years regarding our Partnership for a Healthier America MOU. We have confirmed eight locations that will service the Food Desert areas. These locations will initially serve in the state of Alabama. We have confirmed our first location to be Opelika, Alabama. We will bring the cost-plus concept to this first location, which will be a new format to the Calhoun Enterprises' brand. We are dedicated to bringing affordable foods to distressed areas in the state of Alabama. Starting in the second week of February during Black History Month, we will kick off our 'Let's Move' campaign in our existing stores that will focus on healthy choices. This partnership is with the County Extension Program and we will have several demos around our stores for customers to sample various fruits and vegetables with free health screenings. We have been committed to providing this service to our community for over 20 years."



## 2013 ANNUAL PROGRESS REPORT



Healthy Food. Closer To Home.

### COMMITMENT

Launch the California FreshWorks Fund and provide \$200 million in financing to support the establishment of grocery stores and related retailers to increase access to healthy foods in underserved areas.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
On an annual basis beginning 1 year from the first close of the fund, submit a report to PHA	July 2016	July 2013	Between September 19, 2012 and September 30, 2013, CAFWF raised \$2,600,000 and had a temporary reduction of \$750,000 bringing the total amount

outlining the program's status, including funds raised to date, funds expended, number of people served (residing both inside and outside USDA-designated food deserts) and the number of jobs created by CAFWF investments.

raised to date to \$272,588,432. Between September 19, 2012 and September 30, 2013, CAFWF disbursed \$12,655,443 in loans and grants. These funds went to 5 projects including a market analysis, a mobile farmers market and the refinancing of an eight-store chain that allowed for the addition of two additional stores. The CAFWF estimates that approximately 1,874,282 people are being served by the projects it financed between September 19, 2012 and September 30, 2013. CAFWF reported that this estimate is grounded in reporting provided by recipients at the time of funding and is based on both formal and informal market analyses; however, verifiers were provided with no specific details on population measurement.

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### **2013 PARTNER STATEMENT**

"The California Freshworks Fund is literally bearing fruit for millions of Californians with limited access to healthy food. The Fund, a public-private partnership loan and grant fund, finances grocery stores and other forms of fresh food retail and distribution to underserved communities throughout the state. New retail operations not only make healthy food available, but also, create new jobs for local residents, transform community environments and build local pride.

"The Fund is capitalized with a combination of debt and grant dollars from a variety of investors. The Freshworks Summit affords investors and funders an opportunity to review program progress, meet retailers and food innovators, brainstorm challenges, modify Fund strategies and tour Freshworks funded projects."



## 2013 ANNUAL PROGRESS REPORT

thefreshgrocer®

### COMMITMENT

Open 5 new grocery stores in or around food deserts.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Provide an annual report, including number of new grocery stores built in or around food deserts.	November 2016	November 2013	Zero (0) new grocery store locations located in or around a food desert were built during the performance period December 2012-November 2013. To date, The Fresh Grocer has opened a total of 1 store in or around a food desert. It has made 20% progress towards meeting its commitment of building 5 grocery stores in or around a food desert.

Provide an annual report, including total number of people residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.	November 2016	November 2013	Zero (0) people were served by stores opened during the reporting period December 2012-November 2013 because no new supermarkets were built during this time period.
Provide an annual report, including number of low-access and number of low-income/low-access individuals residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.	November 2016	November 2013	Zero (0) people residing in a food desert were served by stores opened during the reporting period December 2012-November 2013 because no new supermarkets were built during this time period.
Provide an annual report, including number of jobs created by the new stores.	November 2016	November 2013	The Fresh Grocer opened one new store near the end of the last performance period (November 2011-November 2012) and job creation data was unavailable at the time of reporting. As such, The Fresh Grocer has reported the number of jobs created for the 2012 store during this performance period. The number of new jobs in FTEs for the new store built in 2012 is 91.1 FTEs.

## 2013 PARTNER STATEMENT

"The Fresh Grocer supermarkets under Patrick J Burns' ownership made a commitment to the Partnership for a Healthier America to increase access to healthy, affordable food in communities that are currently underserved by opening five new full service supermarkets over the next five years. The five new Fresh Grocers will sell a variety of fresh fruit, vegetables, fish, meat, dairy, and

fresh prepared food products and will open over a period of five years, serving approximately 795,000 people and creating approximately 1,000 jobs.

"The Fresh Grocer's Wellness Plaza location, which opened on November 9, 2012 in New Brunswick, New Jersey, is the first of these five new stores. The opening of the 50,000 square foot Fresh Grocer has created over 300 new jobs in the community and is the neighborhood's first full service supermarket in over 20 years, bringing fresh food access to nearly 90,000 people.

"In 2013, The Fresh Grocer joined the Wakefern Food Corp. as its 50th cooperative member. Joining the Wakefern team has already proved to be strategically beneficial to our customers, associates and company as a whole. We are excited about how far we have come and look forward to our company's future growth and development."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Build one supermarket in or around defined food deserts.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Submit annual report, including progress on building 1 supermarket in or around a food desert.	July 2016	July 2013	Zero (0) stores were built in or around a food desert during the performance period August 2012 through July 2013. To date, ShopRite has made 0%

progress  
towards  
meeting their  
commitment.

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Submit annual report, including number of people residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.	July 2016	July 2013	Zero (0) people were served by stores opened during the reporting period August 2012-July 2013 because no new supermarkets were built during this time period.
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Submit annual report, including number of low-access and number of low-income/low-access individuals residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.	July 2016	July 2013	Zero (0) people residing in a food desert were served by stores opened during the reporting period August 2012-July 2013 because no new supermarkets were built during this time period.
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Submit annual report, including number of new jobs created.	July 2016	July 2013	Zero (0) new jobs were created by stores opened during the reporting period August 2012-July 2013 because no new supermarkets were built during this time period.
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### **2013 PARTNER STATEMENT**

"The ShopRite of Liberty Heights is under construction! On May 7, 2013 Klein's Family Markets, operating ShopRite store in the Baltimore area, hosted a groundbreaking ceremony for the 68,000 square foot store that will be located in the Howard Park community of Baltimore; it is expected to open in the Summer of 2014. The community has been without a grocery store for over a decade and has been a part of this project since the inception. The full service store will include fresh produce, seafood, halal meat, a scratch bakery and prepared food items. Klein's of Baltimore recently hired a Community Liaison to continue to strengthen our relationships with the surrounding community. Additionally, the store will hire approximately 250 new employees from the local community and will provide an in-store health clinic and community room."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Open 250 grocery stores in commercially viable locations that are located in, around, or primarily serving food deserts.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Provide an annual report, including number of new grocery stores built in food deserts.	July 2016	July 2013	Between July 15, 2012 and July 14, 2013 SuperValu, Inc. opened 37 new Save-A-Lot grocery stores located in or around food deserts. To date, SuperValu opened a total of 85 stores in or around a food desert. It has made 34% progress towards meeting its commitment of opening 250 grocery stores in or around a food desert.

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Provide an annual report, including the number of people residing in a food desert census tract or limited supermarket access area served by new grocery store locations.	July 2016	July 2013	The total number of people served by the new Save-A-Lot grocery store locations opened during the reporting period July 2012-July 2013 was 285,884 people.
Provide an annual report, including number of low-access and number of low-income/low-access individuals residing in a food desert census tract or limited supermarket access area served by new grocery store locations.	July 2016	July 2013	The total number of low-access people served by the new Save-A-Lot grocery store locations opened during the reporting period July 2012-July 2013 was 108,406 people. The total number of low-income/low-access people served by the new Save-A-Lot grocery store locations opened during the reporting period was 48,679 people.
Provide an annual report, including number of new jobs created, including store employees, construction, and outside contracting.	July 2016	July 2013	The number of new jobs created during the reporting period July 2012-July 2013 was estimated to be 687.9 FTE jobs. The total number of people hired for full time and part time jobs at new Save-A-Lot grocery stores during the reporting period July 2012-July 2013 was estimated to be 1,209 people (approximately 32 people per store).

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## **2013 PARTNER STATEMENT**

"Save-A-Lot is proud to provide high-quality, affordable food to the many communities and customers we serve. We're especially proud of our progress in helping address the very real and significant challenge of food deserts across the country. Save-A-Lot looks forward to continuing our progress in this area in the years ahead and joining both the Partnership for a Healthier America and other likeminded retailers to further this important effort."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Expand access to fruits and vegetables in a minimum of 1,000 stores, and up to 2,000 stores, located in or around food deserts.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Provide an annual report, including the number of locations newly offering fruit and vegetables in or near food deserts.	July 2016	July 2013	In 2013, Walgreens submitted a list of stores that began offering fruits and vegetables between July 20, 2011 and June 28, 2013. Of these, 64 stores were located in or around a food desert. New fruit and vegetable offerings available at these stores include whole fresh (55 stores), prepared fresh, and/or frozen fruits (55 stores) and/or vegetables (64 stores). To date, Walgreens began offering fruits and vegetables in 101

stores in or around a food desert. It has made 10% progress towards meeting its commitment of expanding access to fruits and vegetables in at least 1,000 stores located in or around a food desert

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Provide an annual report, including the total number of people residing in a food desert census tract or limited supermarket access area served by locations offering expanded fruits and vegetables.	July 2016	July 2013	The total number of people served by the 64 Walgreens stores offering expanded fruits and vegetables during the reporting period, July 2011-July 2013, is 788,306 people.
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Provide an annual report, including the number of low-access and number of low-income/low-access individuals residing in a food desert census tract or limited supermarket access area served by locations offering expanded fruit and vegetables.	July 2016	July 2013	The total number of low-access people served by the 64 Walgreens stores offering expanded fruits and vegetables during the reporting period, July 2011-July 2013, is 226,846 people. The total number of low access/low income people served by Walgreens stores offering expanded fruits and vegetables during the reporting period, July 2011-July 2013, is 101,691 people.
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## **2013 PARTNER STATEMENT**

"Providing access to healthy food options is one of the many ways Walgreens helps people get, stay and live well. In 2013 we continued to make progress in our commitment to PHA to expand access to fruits and vegetables in underserved communities. One of our recent store openings as part of this commitment included a collaboration with Johns Hopkins Medicine in East Baltimore - a neighborhood suffering from high rates of chronic disease and limited choices for fresh food. This store is a joint effort to bring new health and wellness programs and an assortment of healthy food options to the surrounding community. This year also brought an expansion of our 'food oasis' locations into new markets including Colorado, Kentucky and New York. We continue to learn a tremendous amount about improving our food oasis program as we enter each new market. We look forward to expanding our efforts to provide access to fruits and vegetables so that the health of Americans does not suffer because of where



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Build or renovate between 275 and 300 stores, in areas that are in or around food deserts, to add fresh grocery.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Provide an annual report, including the number of grocery stores built or expanded in or around a food desert.	July 2016	July 2013	In 2013, Walmart submitted a list of stores that were opened or renovated between August 3, 2011 and June 28, 2013. Of these, 78 new stores and 51 renovated stores were located in or around a food desert. To date, Walmart opened or renovated a total of 182 stores in or around a food desert. It has made 66% progress towards meeting its commitment

of building or renovating at least 275 stores in or around a food desert.

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Provide an annual report, including the number of people residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.	July 2016	July 2013	The total number of people served by the 129 Walmart locations opened or renovated during the reporting period August 2011-June 2013 was 1,254,868 people.
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Provide an annual report, including the number of low-access and number of low-income/low-access individuals residing in a food desert census tract or limited supermarket access area served by new or renovated grocery stores.	July 2016	July 2013	The total number of low-access people served by the 129 new or renovated Walmart store locations opened during the reporting period, August 2011-June 2013, was 576,720 people. The total number of low-income/low-access people served by the 129 new or renovated Walmart store locations opened during the reporting period, August 2011-June 2013, was 265,146 people.
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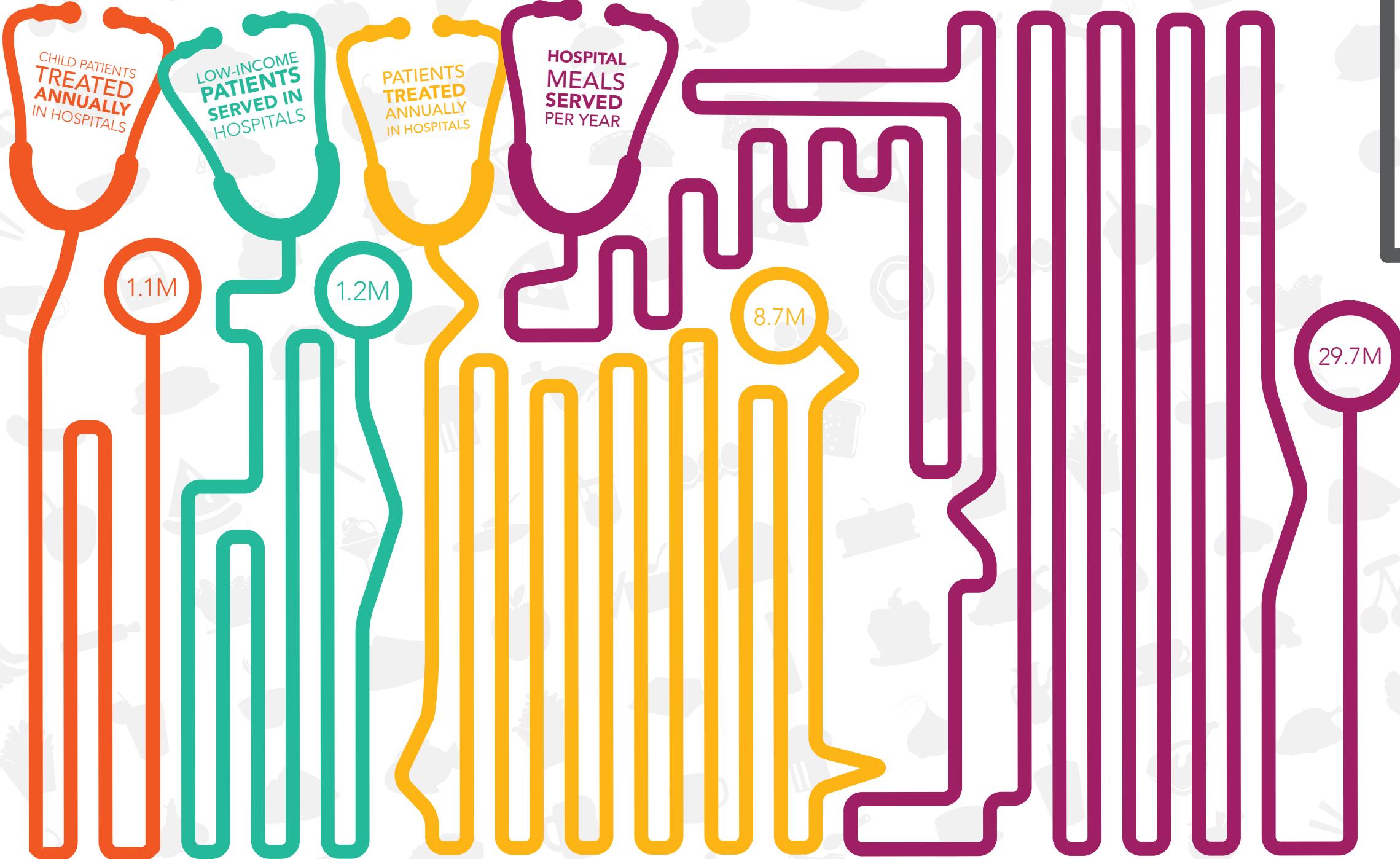
Provide an annual report, including estimated number of Walmart Stores, Inc. associates that will work in new or renovated stores.	July 2016	July 2013	The number of new jobs created in the reporting period, August 2011-June 2013, is estimated to be 14,987 FTE jobs.
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## 2013 PARTNER STATEMENT

"When we launched our healthier foods initiative, we realized we had a responsibility to address one of the biggest issues facing American families: how to put healthy, affordable food on the dinner table each night. Our commitment was and continues to be grounded in one truly powerful idea: No family should have to choose between food that is healthier for them and food they can afford.

"By opening stores where customers need them most, Walmart will help build healthier families and stronger communities. We believe every single person, in both rural and urban areas, should have access to an abundant selection of fresh fruits and vegetables at an affordable price. We are proud to say we are well on the path toward meeting our goal of opening 275-300 stores serving food deserts by 2016."



## HEALTHIER OPTIONS IN THE MARKETPLACE



## HEALTHIER CHOICES IN THE MARKETPLACE

Some PHA partners (Walmart, Darden Restaurants, Hyatt Hotels and Healthy Weight Commitment Foundation) are reformulating menus and products to ensure that the healthy choice is the easy choice for busy parents and families when shopping or eating out. Others are committed to increasing marketing and advertising of healthy products (Birds Eye); increasing healthy food options in hospitals by meeting standards for nutrition, labeling, marketing and food preparation (PHA Hospital partners and Morrison Health Food Services); and investing in product innovation and a fully integrated marketing program to educate and engage school nutrition directors, moms, chain restaurants and other key stakeholders (the Mushroom Council).

24



### WHAT'S IN YOUR FOOD CART? LESS SUGAR, FAT AND SALT!

Walmart has been reformulating thousands of packaged food items to make the products on its shelves healthier. The result? Fewer than 10 percent of food and beverages sold at Walmart in 2011 contained industrially produced trans fats. Also, sugar content has been cut more than 10 percent, and sodium by 9 percent – the equivalent of removing more than 1.5 million pounds of salt from the market baskets of Walmart customers.

HEALTHIER CHOICES IN THE MARKETPLACE

25

"I know that, regardless of the day, I can find a healthy choice for any mealtime that meets my dietary restrictions and nutritional requirements... I love the brown rice and quinoa choices for carbohydrates... It still puzzles me that healthcare facilities continue to sell items that have been proven to cause the illnesses and diseases that have reached epidemic numbers in our nation."

**MELISSA R. JACKSON**  
EMT-P, EMSIC, BHSA, CHSP, CHEP Manager,  
EMS Programs and Emergency Management  
Henry Ford Macomb Hospitals



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Conduct marketing and advertising activities to encourage children to enjoy and consume vegetables, including a consumer marketing campaign that speaks directly to kids in the voices of kids. Dedicate funding to support a text/mobile grocery campaign that markets vegetables to children, offering grocery giveaways and coupons for Birds Eye frozen vegetable products. Invest in product innovation to launch two new kid-developed vegetable products. Conduct a three-year program of free-standing inserts, as well as digital and in-store shopper marketing campaigns tied to the concept, including coupons for Birds Eye frozen vegetable products that meet specific nutrient criteria.

### YEAR COMMITTED

2012

### LENGTH OF COMMITMENT

4 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Dedicate at least \$2 million per year to marketing and advertising efforts to	December 2013	December 2013	In 2013, Birds Eye dedicated \$3,265,800 to marketing and advertising efforts to encourage children to enjoy and consume vegetables. This included:

encourage children to enjoy and consume vegetables.

- Satellite, radio, and interactive media tours conducted for the campaign;
  - Media blitz activities for Nickelodeon's Worldwide Day of Play in New York City;
  - Blog posts, social content, online articles, and social posts and
  - Local media events conducted in Virginia Beach and Boston. More than 1,100 individuals participated in the local events.
- 

Develop a consumer marketing campaign directed at children using the voices of children.

December 2013

December 2013

In 2013, Birds Eye developed the Play with Your Veggies campaign featuring Jennette McCurdy, star of the Nickelodeon television show Sam and Cat. Birds Eye submitted four television commercials featuring Jennette McCurdy and a vegetable (broccoli, carrots, corn, and peas). In the commercials, viewers were encouraged to log onto website nick.com/birdseye to play games and use UPC codes from Birds Eye vegetables to unlock game bonuses and enter to win a Nickelodeon Sweepstakes. Targeted towards children ages 6-11 years, the sweepstakes ran from July 15 to August 25, 2013. The grand prize winner of the sweepstakes won a trip to New York City for Nickelodeon's Worldwide Day of Play on September 21, 2013.

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Campaign incorporates PHA logo and messaging.

December 2013

December 2013

No PHA logos or messaging was used in the Play with Your Veggies campaign.

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Advertise on Nickelodeon (or other media properties) during back-to-school time periods or other

December 2013

December 2013

Birds Eye advertised on Nickelodeon from July 15 to September 16, 2013. In total, 229 television spots were run during this time period.

high-visibility kid-oriented time periods.

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Campaign will target lower-income audiences (at least 33% women age 26-54 with children between ages 6-11 and household income of \$30,000 or less).	December 2013	December 2013	Low-income household reach for the 2013 Play with Your Veggies campaign will not be available until January 2014. For the 2012 campaign, the Birds Eye & Nick 2012 TV effort reached 29% of the target population 4.4 times.
Fund \$80,000 worth of promotional activities for a text/mobile grocery campaign or other projects that tie into PHA partner projects.	December 2013	December 2013	Birds Eye spent \$85,486 on the Dinner Made Easy texting campaign.
Implement a grocery texting campaign	December 2013	December 2013	Birds Eye, in partnership with PHA and Share Our Strength, ran a new texting campaign, Dinner Made Easy, from April 23 to October 3, 2013. The program was designed to help low-income Americans with cost-saving and healthy eating tips and ideas sent to their mobile devices; participants received up to 48 text messages in either English or Spanish. Participants were entered into sweepstakes where 10 weekly winners received a \$50 gift card and coupons for Birds Eye products. A total of 4,006 people participated in the texting campaign and 10,147 coupons were distributed.

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Conduct research and development (R&D) to launch at least 2 new and distinct products of kid-developed/kid-focused products.

December 2013

December 2013

Birds Eye launched new product Whole Grain Rotini with Corn, Carrots, and Green Beans in April 2013.

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Introduce new products to retailers nationwide sufficient to secure distribution across at least 20,000 retail establishments and/or 60% ACV.

December 2014

December 2013

No data were provided.

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Develop and implement free-standing insert, digital, and in-store shopper marketing campaigns tied to the concept.

December 2013

December 2013

Various advertisements were used to promote the Play With Your Veggies campaign and the Nickelodeon Sweepstakes for the Worldwide Day of Play, including the following:

- Freezer door clings were placed at approximately 15,000 grocery stores
- Recipe and circular displays and a custom landing page were used to digitally advertise at Winn Dixie grocery stores.
- Advertisements were run on the Peapod website.
- E-banner and shelf tags were placed at Harris Teeter grocery stores.
- Floor graphics were displayed in 202 Meijer grocery stores.
- A free standing insert that provided a coupon for Birds Eye Steamfresh products was distributed via Sunday newspaper circulars (distribution 24,676,000).

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Distribute at least 50 million coupons for free or reduced-price Birds Eye products in 2012-2014.

December 2013

December 2013

In 2013, Birds Eye distributed 7,014,147 coupons for \$1 off 2 Birds Eye products and 17,672,000 coupons for \$0.50 off 1 Birds Eye product.

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Incorporate PHA logos and messaging into coupons.

December 2013

December 2013

The PHA logo was used on coupons provided in free-standing inserts.

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## **2013 PARTNER STATEMENT**

"Birds Eye® is committed to helping kids like vegetables for life, one bite at a time. Through new products, programs and partnerships, Birds Eye is helping families increase veggie consumption and improve childhood nutrition. In 2013, Birds Eye partnered with PHA and Nickelodeon through a digital campaign that reached kids and encouraged them to play with their veggies. An online digital hub allowed kids to play games about veggies and share kid-friendly recipes with mom. Additionally, as part of our commitment to being mom's ally in the kitchen, the Birds Eye Rewrite the Dinnertime Rules program encouraged families to get kids involved in dinner prep and make it fun. Leveraging the influence of Jennette McCurdy, star of Nickelodeon's Sam & Cat, Birds Eye used TV, radio, digital and print media to engage kids and moms and get them excited about changing up the rules at dinnertime. In 2014, Birds Eye is looking to strengthen their commitment towards a healthier future generation, inspire and engage with families and collaborate with like-minded organizations on innovative partnerships to make healthy eating and veggies cool to



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Enhance restaurant menu options by offering healthier meals and side dishes for children in its four brands that offer kids' menus (Red Lobster, Olive Garden, LongHorn Steakhouse and Bahama Breeze) and reducing calories and sodium across the core menus of brands in its portfolio at the time of the commitment (Red Lobster, Olive Garden, LongHorn Steakhouse Bahama Breeze, Seasons 52 and The Capital Grille) by 10 percent in 5 years (2016) and 20 percent in 10 years (2021).

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

10 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Submit copies of children's menus for Red Lobster, Olive Garden, Longhorn Steakhouse and Bahama Breeze.	April 2013	April 2013	Darden provided the evaluator with an updated copy of each children's menu for Red Lobster, Olive Garden, Longhorn Steakhouse and Bahama Breeze and is compliant in all elements of their

children's menu commitment at this time.

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Using 2010 as the benchmark year, Darden will reduce its calorie footprint by 10% over five years (2016) and 20% over ten years (2021) across the brands listed above.

December 2016,  
2021

April 2013

Darden is making strides towards their first goal of reducing their calorie footprint by 2016. Percent reductions will be reported in 2016, consistent with the articulation of Darden's five-year goal.

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Using 2010 as the benchmark year, Darden will reduce the sodium content of its menus by 10% over five years (2016) and 20% over ten years (2021) across the brands listed above.

December 2016,  
2022

April 2013

Darden is making strides toward their first goal of reducing the sodium content of its menus by 2016. Percent reductions will be reported in 2016, consistent with the articulation of Darden's 5 year goal.

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## 2013 PARTNER STATEMENT

"Having met our children's menu commitment, we're excited about the progress we're making toward our calorie and sodium reduction commitments. Adding new items to the menu that are relatively lower in calories is a key part of meeting our commitment, while also meeting our guests' desire for more lighter choices. An example is Olive Garden's new Lighter Italian Fare section of its menu with dishes that are 575 calories or less, including Baked Tilapia with Shrimp and Garlic Rosemary Chicken. And to help meet our sodium reduction commitment, we're working closely with our suppliers to reformulate key ingredients that are used in the preparation of multiple menu items."



## 2013 ANNUAL PROGRESS REPORT

### HEALTHY WEIGHT COMMITMENT FOUNDATION™

#### COMMITMENT

Sixteen Healthy Weight Commitment Foundation member companies will make choices available that will enable consumers to, in aggregate, reduce annual calorie consumption by 1 trillion calories per year by the end of 2012 and 1.5 trillion calories per year by the end of 2015. This will be achieved through product reformulation (e.g., lower calorie versions of products, revisions of levels of macronutrients such as fats, fatty acids, carbohydrates, sugars and proteins), portfolio shifts (e.g., shifts from higher-calorie to lower-calorie choices) and portion control (e.g., reductions in serving sizes).

#### YEAR COMMITTED

2010

#### LENGTH OF COMMITMENT

6 YEARS

#### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Provide annual confidential progress updates to PHA.	December 2013	December 2013	HWCF provided PHA with a confidential update in 2013.

HWCF will issue public reports on its achievement of its goals. The first public report on 1 trillion calorie reduction by 2012 will be published by June 2013. The second public report on 1.5 trillion calorie reduction by 2015 will be published by June 2016.

June 2013

June 2013

HWCF published a report on progress made to date in May 2013. The Robert Wood Johnson Foundation and the University of North Carolina at Chapel Hill completed their external review and announced that HWCF surpassed the 2015 goal, reducing calories by 6.4 trillion. The full RWJF report has not yet been released.

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## 2013 PARTNER STATEMENT

"On January 9, 2014 the Robert Wood Johnson Foundation announced that the HWCF companies exceeded their goal by over 400%, having reduced 6.4 trillion calories from the marketplace three years ahead of schedule.

"This reduction represents 78 fewer calories per person per day. A study by Claire Wang, MD, ScD, Tracy Orleans, PhD and Steven Gortmaker, PhD that appeared in the May 2012 American Journal of Preventative Medicine (AJPM) concluded that to close the 'energy gap,' reducing calories by 41 per child per day would halt rising obesity levels. Additionally, James O. Hill, PhD stated that reducing an average of 100 calories per adult per day will close the adult energy gap.

"USDA Economic Research Service concluded that calories available in the food supply have declined over time. CDC experts, using NHANES data, have reported declines in energy intake in both adults and children.

"In recent years, America has seen a decline in food supply calories, a decline in calories consumed and a decline in calories sold. This illustrates a story of a nation addressing a major health challenge.

"There is still more work to do. We are committed to working with our partners to help with this critical issue."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Implement a variety of new standards that will enhance the nutritional profile of children's and general menus offered in restaurants, catering, room services, bars, lounges and pools at full-service, managed/operated Hyatt hotels.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

10 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Provide baseline data related to the nutritional profile of foods served in restaurants, catering, room service, bars/lounges and pools.	April 2012	April 2012	Partial baseline data has been provided.

### 2013 PARTNER STATEMENT

"In spring 2012, Hyatt Hotels Corporation launched its industry-leading, global food and beverage philosophy: 'Food. Thoughtfully.'

'Sourced. Carefully Served.' This approach, developed in association with PHA, provides sustainable and responsible food and beverage menus to benefit hotel guests, company associates and community neighbors. The philosophy is driven by in-depth research and customer feedback and is grounded in three pillars: Healthy People (portioned and balanced offerings using natural ingredients), Healthy Planet (sustainable practices improving the long-term health of people and the planet), and Healthy Communities (sourcing from local suppliers and supporting educational programs and events).

"Hyatt also launched its 'For Kids By Kids' menu, which provides more nutritious, fresh and interactive offerings. The menu was tasted, tested and approved by youth, including 11-year-old Haile Thomas, a member of the Alliance for a Healthier Generation. Hyatt also worked with Alice Waters, known for her culinary philosophy that cooking should be based on the finest, freshest seasonal ingredients that are produced sustainably and locally, and developed a 100 percent organic meal offering that includes a



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Dedicate a minimum of \$2 million annually for 3 years to bring more vegetables to the plates of American families through mushroom marketing, working with school systems to increase mushroom-based food items served in schools, developing a new category of healthier meat and mushroom products for schools or commercial foodservice and engaging major associations of nutritionists and dieticians to communicate the nutrition benefits of blending mushrooms and meats.

### YEAR COMMITTED

2013

### LENGTH OF COMMITMENT

3 YEARS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Exhibit at the Food and Nutrition Conference and Expo and School Nutrition Association Annual Conferences in 2013, 2014, and 2015. As accepted, presentations during sessions will also be provided by the Mushroom Council.	December 2013	December 2013	The Mushroom Council exhibited at the Food and Nutrition Conference and Expo on October 19-22, 2013 in Houston, TX. They also exhibited at the School Nutrition Association Annual National Conference on July 13-17, 2013 in Kansas City, MO. At both conferences, the Mushroom

Council booth included demonstrations on mushroom blendability and provided several items for conference participants to sample as well as informational materials on mushrooms.

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## **2013 PARTNER STATEMENT**

"The Mushroom Council is proud of the strides made in the first of our three-year commitment to help bring more vegetables to the plates of American families. We know that getting Americans to eat healthier isn't just about providing nutritious options, it's about providing nutritious options that people want to eat every day. No other produce item is as uniquely suited for this challenge. Low in calories and fat, rich in nutrients, flavorful; mushrooms can be added to any meal to create healthy, delicious and satiating versions of the food America loves.

"In 2013, a simple mushroom cooking technique - Blendability: adding finely chopped mushrooms to traditionally meat-based recipes - enabled Americans to serve their families healthier foods.

"Blendability is at the cornerstone of everything we do and the response has been enthusiastic: headlines and how-to's in the places consumers turn to for recipe and wellness inspirations, more health practitioners recommending mushrooms; chefs creating recipes for restaurants and foodservice operations; and innovative blend products -burgers, meatballs, tacos- debuting in schools through several pilot programs.

"The 'Trend to Blend' took off this year and helped make meals, menus and families healthier along the way. We'll share complete first-year updates in spring, 2014."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Work with suppliers to reformulate certain everyday packaged food items by reducing sodium 25% and added sugars 10%, removing all remaining industrially produced trans fats, making sure healthier choices are affordable to customers and developing criteria for a simple front-of-package seal to help customers identify healthier food options.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

4 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Work on product reformulation, including: a. Working with select suppliers to establish, implement, and verify a system to track reformulation progress for national and Walmart private food brands. Walmart will conduct an annual survey where participating suppliers will be required to input data related to sodium, added sugar, and industrially-produced trans fat for products in categories of focus. b. Establish and report to PHA on a formula to aggregate and evaluate	December 2015	March 2013	Walmart's Global Responsibility Report published in 2013 contained information about Walmart's accomplishments in reducing sodium, added

nutrition reformulation. c. Work with selected suppliers in reformulating of national brands and Walmart private label products. d. Report on reformulation progress for sodium, sugar, and industrial trans fats individually on an annual basis to PHA in its Global Responsibility Report.

sugar, and industrially-produced trans fat. There was no information about how Walmart has worked with suppliers to accomplish this.

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Provide an annual report on the value of savings Walmart achieved toward the \$1 billion per year goal for customer savings on fresh fruits and vegetables.

December 2015

December 2013

In Walmart's Global Responsibility report, Walmart reported that customers have saved more than \$2.3 billion. There was no backup documentation supplied for this number.

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Provide an annual report on the number of private label foods eligible for front-of-package seal and the specific products that received a front-of-package seal

December 2015

March 2013

From September 25, 2012 through January 20, 2014, Walmart identified 1,065 products that qualify for Walmart's Great for You front-of-package seal.

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## 2013 PARTNER STATEMENT

"We are pleased with our progress so far in making food healthier, and healthier food more affordable. We worked with our suppliers to make substantial reductions to the sodium and added sugars in key products, and have saved our customers more than \$2.3 billion in fresh fruits and vegetables in just the first two years of our commitment. Our Great For You labeling is helping customers quickly and easily identify healthier foods in our stores. We have opened more than 86 stores serving food deserts, and we plan to open more than 200 additional locations by 2016. And finally, through the Walmart Foundation, we've awarded more than \$26 million in grants to support nutrition education programs. We are excited about what we've been able to achieve so far and look forward to continuing our work so that every American family has access to healthier, affordable food."



## 2013 ANNUAL PROGRESS REPORT

 Ann & Robert H. Lurie  
Children's Hospital of Chicago™

### COMMITMENT

To move healthcare institutions toward delivering nutritious options to meet the needs of children and families they serve, committing hospitals will engage in nine domains of activities:

1. Fruit and Vegetable Procurement-increasing purchasing of fruits and vegetables,
2. Food Marketing-displaying only health-promoting foods in advertising and pictorials,
3. Healthy Checkout-offering only healthier food options near cash register stations,
4. Child Wellness Meals-offering to patients and guests a child wellness meal that meets specific nutrient, food and affordability profiles,
5. Adult Wellness Meals- offering to patients, guests and staff adult wellness meals that meet specific nutrient, food and affordability profiles,
6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Submit baseline data on fruit and	February 2013	February 2013	<u>Baseline data</u> for fruit and

vegetable purchases and total food purchases.

vegetable purchases were submitted.

---

Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.

July 2013

September 2013

The hospital did not meet the healthier marketing criteria. It can continue to work toward achieving this element and resubmit data in future years.

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Offer only health-promoting food options within five feet of all cash register stations

July 2013

September 2013

The hospital did not meet the healthier checkout criteria. It can continue to work toward achieving this element and resubmit data in future years.

---

Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.

July 2013

September 2013

The hospital developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. The hospital did not offer at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus not meeting all the children's wellness meal criteria. [See results by hospital.](#)

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Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meals in the cafeteria and on general patient service menu that meets nutrient and food

July 2013

September 2013

The hospital developed at least one wellness meal that met all components of the nutrient, food and

profiles and is priced less than or equal to other meal options.

affordability profiles. The hospital offered at least 1 qualifying wellness meal in the cafeteria at lunch and dinner for all 3 days reviewed, thus meeting all the wellness meal criteria. [See results by hospital.](#)

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Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthier options, 50% by 2014 and 60% by 2015.

July 2013

September 2013

The hospital met the 40% target for entrees. The hospital met the 40% target for side dishes. [See results by hospital.](#)

## 2013 PARTNER STATEMENT

"Ann & Robert H. Lurie Children's Hospital of Chicago is the largest pediatric provider in the Chicago region with a 130-year legacy of excellence. Hospital leaders made the decision to sign onto PHA in order to ensure that the food choices we make available to patients and staff are consistent with the health education our clinicians are providing.

"By leveraging Morrison Healthcare's robust Mindful Choices wellness platform and aligning with PHA, Lurie Children's began offering daily wellness meals in the café beginning January 2014. In addition, the Kid's Wellness Combo, which includes a 20 oz. Lurie Children's logo bottled water or skim milk, has been one of its most successful initiatives. Guests can choose a wellness meal from the grill or deli bar, and there is a display cooking station during lunch.

"Notable improvements since joining PHA include:

- Wellness meals with sides of fresh fruit and grilled vegetables.
- Pizza Station switched to wheat flatbreads.
- Deli meats freshly roasted in house daily.
- Outtakes to go offering fresh salads, fruits and vegetables, as well as oatmeal parfaits & angel food cake.
- Healthy Food Marketing and Healthy Checkout options available as of September 1, 2013."



## 2013 ANNUAL PROGRESS REPORT



*A spirit of innovation, a legacy of care.*

### COMMITMENT

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3. Healthy Checkout-offering only healthier food options near cash register stations,
4. Child Wellness Meals-offering to patients and guests a child wellness meal that meets specific nutrient, food and affordability profiles,
5. Adult Wellness Meals- offering to patients, guests and staff adult wellness meals that meet specific nutrient, food and affordability profiles,
6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

### LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Submit baseline data on fruit and	February 2013	February 2013	<a href="#">Baseline data</a> for fruit and

vegetable purchases and total food purchases.

vegetable purchases were submitted.

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Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.

July 2013

September 2013

Eight out of 40 hospitals met the healthier marketing criteria. The other hospitals can continue to work toward achieving this element and resubmit data in future years.

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Offer only health-promoting food options within five feet of all cash register stations

July 2013

September 2013

Five out of 40 met all the healthier checkout criteria. The other hospitals can continue to work toward achieving this element and resubmit data in future years.

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Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.

July 2013

September 2013

Two out of 40 hospitals developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. One out of 40 hospitals also offered at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus meeting all the children's wellness meal criteria. See results by hospital.

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Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meals in the

July 2013

September 2013

Two out of 40 hospitals developed at least one

cafeteria and on general patient service menu that meets nutrient and food profiles and is priced less than or equal to other meal options.

wellness meal that met all components of the nutrient, food and affordability profiles. Zero out of 40 hospitals also offered at least 1 qualifying wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus not meeting all criteria for the wellness meal. [See results by hospital.](#)

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Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthy options, 50% by 2014 and 60% by 2015.

July 2013

September 2013

Zero out of 40 hospitals met the 40% target for entrees. Two out of 40 hospitals met the 40% target for side dishes. [See results by hospital.](#)

## **2013 PARTNER STATEMENT**

"CHI is proud to be the largest health system to participate in PHA, with 40 of our hospitals committed to the program. The size of our system and the diversity of our hospitals, which range from small critical access hospitals to large urban medical centers, is usually a tremendous asset when sharing and implementing best practices. However, in this first year of our PHA participation, our size and complexity has proven to be a challenge. Our hospitals do not all use the same food program structure or reporting systems. Some of our smallest hospitals do not have cafeterias. With the implementation of a standardized national food program in progress in CHI throughout 2013, which will enhance our capabilities, the 'in progress' status is reflected in our 2013 report to PHA. During the next year, we expect to show much greater program achievements and higher compliance with PHA goals. We look forward to being able to provide a much more accurate reflection of our commitment to the PHA program next year."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

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1. Fruit and Vegetable Procurement-increasing purchasing of fruits and vegetables,
2. Food Marketing-displaying only health-promoting foods in advertising and pictorials,
3. Healthy Checkout-offering only healthier food options near cash register stations,
4. Child Wellness Meals-offering to patients and guests a child wellness meal that meets specific nutrient, food and affordability profiles,
5. Adult Wellness Meals- offering to patients, guests and staff adult wellness meals that meet specific nutrient, food and affordability profiles,
6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Submit baseline data on fruit and	February 2013	February 2013	<a href="#">Baseline data</a> for fruit and

vegetable purchases and total food purchases.		vegetable purchases were submitted.
Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.	July 2013	September 2013 <u>Two out of 2</u> hospitals met all the healthier checkout criteria.
Offer only health-promoting food options within five feet of all cash register stations	July 2013	September 2013 <u>Two out of 2</u> hospitals met the healthier marketing criteria.
Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.	July 2013	September 2013 Two out of 2 hospitals developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. Two out of 2 hospitals also offered at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus meeting all the children's wellness meal criteria. <u>See results by hospital.</u>
Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meal in the cafeteria and on general patient service menu that meets nutrient and food profiles and is priced less than or equal to other meal options.	July 2013	September 2013 Two out of 2 hospitals developed at least one wellness meal that met all components of the nutrient, food and affordability profiles. Two out of 2 hospitals also offered at least 1 qualifying wellness meal on both the patient menu and in the

cafeteria at lunch and dinner for all 3 days reviewed, thus meeting all the wellness meal criteria. [See results by hospital.](#)

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Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthier options, 50% by 2014 and 60% by 2015.

July 2013

September 2013

Two out of 2 hospitals met the 40% targets for entrees. One out of 2 met the 40% target for sides. [See results by hospital.](#)

## **2013 PARTNER STATEMENT**

"We are pleased that we are compliant to the 2013 PHA commitments. We have worked very hard to meet the components of the PHA commitment and implemented many changes to our menus and foods we serve. We became sugar-free for soft drinks in January of 2013 and implemented many other changes to foods we serve throughout the year. Our 'mindful' wellness meals have been very well received and are one of our best practices.

"We continue on our journey to making changes for the PHA commitment. During 2014 we will be making additional menu revisions, planning and implementing new cooking procedures and working to affect the Kansas City community at large. We see this challenge as an opportunity to affect not only our patients and employees of the hospitals but the entire population of the community."



## 2013 ANNUAL PROGRESS REPORT

# GUNDERSEN HEALTH SYSTEM.®

### COMMITMENT

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2. Food Marketing-displaying only health-promoting foods in advertising and pictorials,
3. Healthy Checkout-offering only healthier food options near cash register stations,
4. Child Wellness Meals-offering to patients and guests a child wellness meal that meets specific nutrient, food and affordability profiles,
5. Adult Wellness Meals- offering to patients, guests and staff adult wellness meals that meet specific nutrient, food and affordability profiles,
6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

### LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Submit baseline data on fruit and	February 2013	February 2013	<a href="#">Baseline data</a> for fruit and

vegetable purchases and total food purchases.

vegetable purchases were submitted.

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Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.

July 2013

September 2013

The hospital met the healthier marketing criteria.

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Offer only health-promoting food options within five feet of all cash register stations

July 2013

September 2013

The hospital met the healthier checkout criteria.

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Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.

July 2013

September 2013

The hospital developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. The hospital did not offer at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus not meeting all criteria for the children's wellness meal. See results by hospital.

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Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meals in the cafeteria and on general patient service menu that meets nutrient and food profiles and is priced less than or equal to other meal options.

July 2013

September 2013

The hospital developed at least one wellness meal that met all components of the nutrient, food and affordability profiles. The hospital did not offer at least 1 qualifying wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed,

thus not meeting all criteria for the wellness meal. [See results by hospital.](#)

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Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthier options, 50% by 2014 and 60% by 2015.	July 2013	September 2013	The hospital met the 40% target for entrees. The hospital met the 40% target for side dishes. <a href="#">See results by hospital.</a>
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### **2013 PARTNER STATEMENT**

"Gundersen Health System proudly teamed up with PHA to deliver healthier options for patients, guests and employees. Gundersen has done an exceptional job at implementing many commitments within the first year. We hosted the first-ever national PHA hospital webinar in August 2013 to discuss our successes. Our baseline data for fruit and vegetable procurement exceeded the 2015 goal with 21% of total food costs. We offer multiple 500 Club® wellness meals for both children and adults in our cafeteria and patient menu. The health-promoting entrees and sides commitment exceeded this year's goal and indeed exceeded the 2015 goal of 60%.

"Even prior to Gundersen Health System's commitment to PHA, Gundersen had taken significant steps to promote the health and well-being of patients and employees by:

"Identifying 500 Club® approved items with bright green tabs in vending machines. 500 Club® is a national healthy eating program coordinated by Gundersen registered dietitians and recommended by physicians. Offering lower prices for healthy items in vending machines Removing all deep fat fryers and fried foods Partnering with local food cooperative in an effort to purchase 20% of produce, meat and dairy products locally Selling whole fruits and vegetables for only \$0.25 Providing online access to nutrition facts and registered dietitian recommendations for wellness meals"



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

To move healthcare institutions toward delivering nutritious options to meet the needs of children and families they serve, committing hospitals will engage in nine domains of activities:

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2. Food Marketing-displaying only health-promoting foods in advertising and pictorials,
3. Healthy Checkout-offering only healthier food options near cash register stations,
4. Child Wellness Meals-offering to patients and guests a child wellness meal that meets specific nutrient, food and affordability profiles,
5. Adult Wellness Meals- offering to patients, guests and staff adult wellness meals that meet specific nutrient, food and affordability profiles,
6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

### LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
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Submit baseline data on fruit and vegetable purchases and total food purchases.	February 2013	February 2013	<u>Baseline data</u> for fruit and vegetable purchases were submitted.
Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.	July 2013	September 2013	<u>Three out of 4 hospitals</u> met the healthier marketing criteria. The fourth hospital can continue to work toward achieving this element and resubmit data in future years.
Offer only health-promoting food options within five feet of all cash register stations	July 2013	September 2013	<u>Four out of 4 hospitals</u> met all the healthier checkout criteria.
Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.	July 2013	September 2013	Four out of 4 hospitals developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. Four out of 4 hospitals also offered at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus meeting all the children's wellness meal criteria. <u>See results by hospital.</u>
Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meal in the cafeteria and on general patient service menu that meets nutrient and food profiles and is priced less than or equal to other meal options.	July 2013	September 2013	Four out of 4 hospitals developed at least one wellness meal that met all components of the nutrient, food and affordability profiles. One out of 4 hospitals also

#### To Date: Hospital Options

The cafeteria also offered at least 1 qualifying wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 different days reviewed, thus meeting all wellness meal criteria. [See results by hospital.](#)

Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthy options, 50% by 2014 and 60% by 2015.

July 2013

September 2013

Three out of 4 hospitals met the 40% target for entrees. Four out of 4 hospitals met the 40% target for side dishes. [See results by hospital.](#)

#### **2013 PARTNER STATEMENT**

"Wellness is a significant part of Henry Ford Health System's (HFHS) heritage, dating back to the founding of Henry Ford Hospital in 1915. Henry Ford himself prohibited employees from smoking on hospital grounds and emphasized the importance of healthy eating. Over the last century, HFHS' commitment to wellness has grown and deepened. In 2011, we announced our new vision statement, 'Transforming lives and communities through health and wellness - one person at a time.'

"In 2012, HFHS made a formal commitment to PHA and First Lady Michelle Obama to transform patient meals and the cafe food served to visitors and employees by 2015. Our bold, progressive accomplishments to date include:

- Removal of all deep-fat fryers (and 7 tons of fat);
- Updating of marketing to exclusively promote healthy choices and ensure only healthy options are near cash registers;
- An improved selection of offerings that move us towards ensuring that the majority of our food choices meet stringent nutrient profiles;
- Offering wellness meals at affordable price-points for children and adults that meet rigorous nutrient and food profiles.

"Through transparency of data reporting we continue to improve on our PHA commitment as lessons-learned are incorporated into planning, development and implementation processes."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

To move healthcare institutions toward delivering nutritious options to meet the needs of children and families they serve, committing hospitals will engage in nine domains of activities:

1. Fruit and Vegetable Procurement-increasing purchasing of fruits and vegetables,
2. Food Marketing-displaying only health-promoting foods in advertising and pictorials,
3. Healthy Checkout-offering only healthier food options near cash register stations,
4. Child Wellness Meals-offering to patients and guests a child wellness meal that meets specific nutrient, food and affordability profiles,
5. Adult Wellness Meals- offering to patients, guests and staff adult wellness meals that meet specific nutrient, food and affordability profiles,
6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

### LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
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Submit baseline data on fruit and vegetable purchases and total food purchases.	February 2013	February 2013	<u>Baseline data</u> for fruit and vegetable purchases were submitted.
Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.	July 2013	September 2013	<u>The hospital</u> met the healthier marketing criteria.
Offer only health-promoting food options within five feet of all cash register stations	July 2013	September 2013	<u>The hospital</u> met all the healthier checkout criteria.
Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.	July 2013	September 2013	The hospital developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. The hospital also offered at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus meeting all children's wellness meal criteria. <u>See results by hospital.</u>
Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meal in the cafeteria and on general patient service menu that meets nutrient and food profiles and is priced less than or equal to other meal options.	July 2013	September 2013	The hospital developed at least one wellness meal that met all components of the nutrient, food and affordability profiles. The hospital also offered at least 1 qualifivina wellness meal

Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthier options, 50% by 2014 and 60% by 2015.

Offering ...  
on both the patient menu  
and in the cafeteria at lunch  
and dinner for all 3 days  
reviewed, thus meeting all  
the wellness meal criteria.  
[See results by hospital.](#)

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Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthier options, 50% by 2014 and 60% by 2015.

July 2013

September 2013

The hospital did not meet the 40% target for entrees. The hospital met the 40% target for side dishes. [See results by hospital.](#)

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### 2013 PARTNER STATEMENT

"Our participation in the Partnership for a Healthier America helps us with all of our Healthy Hospital programs and initiatives,' said Thomas Robinson, MD, MPH, director of the Center for Healthy Weight at Lucile Packard Children's Hospital Stanford. '2013 was very successful' added Robinson, who noted tremendous support from hospital staff, patients, families and visitors to prioritize healthy nutrition, increased physical activity, and general wellness. 'Feedback has been overwhelmingly positive, generating lots of momentum and new ideas. For example, based on staff input we will soon be premiering menus showcasing more plant-based choices and wellness options.'

"Christopher G. Dawes, president and chief executive officer, was also very pleased with the progress in 2013. 'As a children's hospital, the responsibility to set a good example is extremely important,' said Dawes. 'Modeling the healthiest environment possible for our patients, families and community makes all of us very proud, and we thank the Partnership for a Healthier America for their guidance, support and leadership. Together with all the members of PHA, we're thrilled to be having such an impact on hospital wellness and nutrition.'"



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Move healthcare institutions toward delivering nutritious options to meet the needs of the children, families, and communities Morrison serves by adopting standards for nutrition labeling, food marketing, wellness meal offerings, eliminations of fried foods and increasing healthier beverages and fruits and vegetables offered. Morrison will specifically work to accomplish these goals with the approximately 400 hospital accounts it oversees that use Foodbuy, which makes purchasing programs available for Morrison's use at accounts where Morrison provides food and nutrition services.

### YEAR COMMITTED

2013

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Provide baseline data on all accounts outlining what percentage of Foodbuy Hospital accounts meet all criteria in the Wellness Platform. The Wellness Platform addresses specific nutrition standards and other requirements for cafeteria menus, food preparation, nutrition labeling, food marketing, healthier check out and the patient menu.	October 2013	November 2013	Morrison provided baseline data for 352 Foodbuy Hospital accounts that self-reported in August 2013 on

whether they were meeting each of the Wellness Platform criteria. Twenty-three hospitals (6%) were meeting all of the criteria in the Wellness Platform.

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One Fit Meal is offered daily at lunch and dinner in the cafeteria

October 2013

November 2013

A total of 217 hospitals (63%) out of 346 hospitals that have lunch in the cafeteria offered at least one Fit Meal at lunch, and 152 hospitals (55%) out of 274 that have dinner in the cafeteria offered at least one Fit Meal at dinner.

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One Fit Meal is offered daily on the general patient menu.

October 2013

November 2013

A total of 183 hospitals (56%, n=328)

			offered at least one Fit Meal daily on the general patient menu.
One Fit Children's Meal is offered daily at lunch and dinner in the cafeteria.	October 2013	November 2013	One Fit Children's Meal is offered daily at lunch and dinner in the cafeteria.
One Fit Children's Meal is offered daily on the general pediatric patient menu.	October 2013	November 2013	A total of 36 hospitals (11%, n=338) offered at least one Fit Children's Meal daily on the general pediatric patient menu.
Forty percent of a la carte entrees and forty percent of a la carte side dishes meet Fit criteria.	October 2013	November 2013	A total of 179 hospitals (51%, n=350) had 40% or more a la carte entrees that met Fit criteria in the cafeteria, and 224

			hospitals (64%, n=350) had 40% or more a la carte sides that met Fit criteria in the cafeteria.
Whole grain (100% whole grain or 51% whole grain rich grain) breads, rolls, buns, and bagels are served as default options.	October 2013	November 2013	A total of 251 hospitals (71%, n=352) served whole grain breads, rolls, buns, and bagels as default options.
Whole grain (100% whole grain or 51% whole grain rich grain) or legume-based pastas are served as default options.	October 2013	November 2013	A total of 186 hospitals (53%, n=352) served whole grain or legume-based pastas as default options.
All added trans fat is eliminated from the food supply.	October 2013	November 2013	A total of 285 hospitals (81%, n=352) had eliminated trans fat from their food supply.

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Fifty percent of all foods or beverages that are displayed within 5 feet of all cash registers will be healthier foods (whole grains, fruits, vegetables, low-fat unsweetened milk, water, or packaged snacks that meet the Fit snack criteria).

October 2013

November 2013

A total of 283 hospitals (81%, n=350) had at least 50% of their foods and beverages offered within 5 feet of all cash registers qualify as healthier.

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## 2013 PARTNER STATEMENT

"Morrison is a recognized leader in wellness and last spring, the Healthcare food and nutrition services company elevated its position by committing 352 of its hospital kitchens to PHA's Hospital Healthy Food initiative. In less than a year, 23 of the 352 Morrison hospitals (6%) have achieved PHA's Wellness Commitments, while approximately 100 additional Morrison hospital kitchens beyond those already committed are also working towards achieving the same commitments on their own, which speaks to the strength and success of the company's wellness platform.

"Wellness in Healthcare is evolving and Morrison's robust platform has grown into its own brand called 'Mindful Choices.' Morrison sees its aggressive implementation of its platform across all of its Healthcare business as a competitive advantage. In fact, Morrison clients demand it and our alignment with PHA is one way we continue to grow our long-standing commitment to the health and wellness of our patients, caregivers and guests.

"Morrison also supports the healthy food initiatives and foodservice operations of other hospitals that are independently signed to the PHA Hospital Healthy Food Initiative, including:

- Nemours Children Hospital
- Ann & Robert H. Lurie Children's Hospital of Chicago
- Jersey Shore University Medical Center"



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

To move healthcare institutions toward delivering nutritious options to meet the needs of children and families they serve, committing hospitals will engage in nine domains of activities:

1. Fruit and Vegetable Procurement-increasing purchasing of fruits and vegetables,
2. Food Marketing-displaying only health-promoting foods in advertising and pictorials,
3. Healthy Checkout-offering only healthier food options near cash register stations,
4. Child Wellness Meals-offering to patients and guests a child wellness meal that meets specific nutrient, food and affordability profiles,
5. Adult Wellness Meals- offering to patients, guests and staff adult wellness meals that meet specific nutrient, food and affordability profiles,
6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

### LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
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Submit baseline data on fruit and vegetable purchases and total food purchases.	February 2013	February 2013	<u>Baseline data</u> for fruit and vegetable purchases were submitted.
Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.	July 2013	September 2013	<u>Two out of 2 hospitals</u> met the healthier marketing criteria.
Offer only health-promoting food options within five feet of all cash register stations	July 2013	September 2013	<u>Two out of 2 hospitals</u> met all the healthier checkout criteria.
Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.	July 2013	September 2013	One out of 2 hospitals developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. One out of 2 hospitals also offered at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus not meeting all the children's wellness meal criteria. <u>See results by hospital</u> .
Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meal in the cafeteria and on general patient service menu that meets nutrient and food profiles and is priced less than or equal to other meal options.	July 2013	September 2013	Zero out of 2 hospitals developed at least one wellness meal that met all components of the nutrient, food and affordability profiles. Zero out of 2 hospitals also offered at least 1 qualifying

wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus not meeting all the wellness meal criteria. See results by hospital.

Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthier options, 50% by 2014 and 60% by 2015.	July 2013	September 2013	Zero out of 2 hospitals met the 40% targets for 2013 for entrees. Two out of 2 met the 40% target for side dishes. <u><a href="#">See results by hospital.</a></u>
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#### **2013 PARTNER STATEMENT**

"As an integrated children's health system, Nemours is committed to doing whatever it takes to help children grow up healthy. In 2013, Nemours Associates, patients, families and our food service partners embraced the PHA Healthy Hospital commitment at our two freestanding hospitals in Wilmington, DE and Orlando, FL. This year, Nemours focused on increasing availability of healthier food and beverage options and implementing marketing strategies to make the healthy choice the easy choice, for example, by making fresh fruit available at checkout and offering adult and kids wellness meals. Thanks to the dedication of Sodexo, our partner at Nemours/Alfred I. duPont Hospital for Children in Delaware, Nemours made great progress with nutrition labeling on all menu items both in the café and on the new in-patient menu; an expanded salad bar with nutrition education and labeling of individual components; and the launch of a 'Rethink Your Drink' campaign using 'Go', 'Slow', and 'Whoa' signage to help inform consumer decision-making. Since opening its doors, Nemours Children's Hospital in Orlando, with the support of Morrison Healthcare, has offered innovative and flavorful food items to entice kids with food restrictions to try healthier options. We look forward to continuing this success in 2014."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

To move healthcare institutions towards delivering nutritious options to meet the needs of children and families they serve, committing hospitals will engage in nine domains of activities:

1. Fruit and Vegetable Procurement-increasing purchasing of fruits and vegetables,
2. Food Marketing-displaying only health-promoting foods in advertising and pictorials,
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6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT

COMPLIANCE

REPORTING

VERIFIED

<b>ELEMENT</b>	<b>DATE</b>	<b>DATE</b>	<b>RESULTS</b>
Submit baseline data on fruit and vegetable purchases and total food purchases.	February 2013	February 2013	<u>Baseline data</u> for fruit and vegetable purchases were submitted.
Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.	July 2013	September 2013	The hospital did not meet the healthier marketing criteria. The hospital can continue to work toward achieving this element and resubmit data in future years.
Offer only health-promoting food options within five feet of all cash register stations	July 2013	September 2013	<u>The hospital met</u> all the healthier checkout criteria.
Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.	July 2013	September 2013	The hospital developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. The hospital did not offer at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus not meeting all the criteria for the children's wellness meal. <u>See results by hospital.</u>
Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meals in the	July 2013	September 2013	The hospital developed at least one wellness meal that

cafeteria and on general patient service menu that meets nutrient and food profiles and is priced less than or equal to other meal options.

met all components of the nutrient, food and affordability profiles. The hospital did not offer at least 1 qualifying wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus not meeting all the wellness meal criteria. [See results by hospital](#).

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Offer health-promoting a la carte entrees and side dishes in the cafeteria and on general patient menus that meet nutrient and food profiles. By 2013, 40% of entrees and side dishes should be healthier options, 50% by 2014 and 60% by 2015.

July 2013

September 2013

The hospital did not meet the 40% targets for 2013 for entrees. The hospital did not meet the 40% target for side dishes. [See results by hospital](#).

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## 2013 PARTNER STATEMENT

"PHA has been a great motivator to make changes at our hospital café here at OHSU. Since committing to the project, we have taken down signage displays of sugar-laden desserts, changed the offerings at our cash registers by removing chips and candy bars and replacing them with dried and fresh fruit, dehydrated fruit bars and PHA compliant popcorn chips. We have removed our ice cream fridge, one of our 12 tap soda fountain machines and about 25% of our sugary bottled beverages and replaced the soda machine with a water dispenser. We have switched to zero calorie drinks and are finding many alternatives to sodas that please the taste buds and sell just as well, if not better. We have also started developing our 'Healthy Team Healthy You' menu items for adult and children retail meals that are PHA compliant. Overall, the PHA initiative has stimulated some wonderfully healthy changes at our institution."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

To move healthcare institutions towards delivering nutritious options to meet the needs of children and families they serve, committing hospitals will engage in nine domains of activities:

1. Fruit and Vegetable Procurement-increasing purchasing of fruits and vegetables,
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5. Adult Wellness Meals- offering to patients, guests and staff adult wellness meals that meet specific nutrient, food and affordability profiles,
6. Overall Cafeteria/Menu Offerings-increasing the percentage of healthy entrees and side dishes,
7. Nutrition Labeling-labeling all foods with calories per serving,
8. Healthy Beverage Procurement-increasing purchase of healthier beverages and
9. Food Preparation-removing all fryers and deep fat fried products.

### YEAR COMMITTED

2012

### LENGTH OF COMMITMENT

3 YEARS 3 MONTHS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
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Submit baseline data on fruit and vegetable purchases and total food purchases.	February 2013	February 2013	<u>Baseline data</u> for fruit and vegetable purchases were submitted.
Display only health-promoting food options in all advertising/pictorials in cafeteria and general service patient menus.	July 2013	September 2013	<u>The hospital</u> met the healthier marketing criteria.
Offer only health-promoting food options within five feet of all cash register stations	July 2013	September 2013	<u>The hospital</u> met all the healthier checkout criteria.
Offer at least one children's wellness meal in the cafeteria and general pediatric patient menu (if applicable) that meets nutrient and food profiles and is priced less than or equal to other available meal options.	July 2013	September 2013	The hospital developed at least one children's wellness meal that met all components of the nutrient, food and affordability profiles. The hospital offered at least 1 qualifying children's wellness meal on both the patient menu and in the cafeteria at lunch and dinner for all 3 days reviewed, thus meeting all children's wellness meal criteria. <u>See results by hospital.</u>
Offer 1 (and increase by 1 each year up to a minimum of 3) wellness meals in the cafeteria and on general patient service menu that meets nutrient and food profiles and is priced less than or equal to other meal options.	July 2013	September 2013	The hospitals developed at least one wellness meal that met all components of the nutrient, food and affordability profiles. The hospital did not offer at least 1 qualifvina wellness meal

Offering ...  
on both the patient menu  
and in the cafeteria at lunch  
and dinner for all 3 days  
reviewed, thus not meeting  
all wellness meal criteria.  
[See results by hospital.](#)

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Offer health-promoting a la carte entrees  
and side dishes in the cafeteria and on  
general patient menus that meet nutrient  
and food profiles. By 2013, 40% of entrees  
and side dishes should be healthier  
options, 50% by 2014 and 60% by 2015.

July 2013

September 2013

The hospital met the 40%  
target for entrees and the  
40% target for side dishes.  
[See results by hospital.](#)

### **2013 PARTNER STATEMENT**

"As a member of the Partnership for a Healthier America, the University of Iowa has a focus on providing healthy, accessible, nutrient-rich foods to staff, visitors and their families. Although we had already started to make changes in our food choices, PHA showed us just how much more we could improve in our offerings. From increasing fruit choices and switching to 1% milk to changing how we market our menu items, we have touched every PHA goal to make it better for our customers. We were able to take off ingredients that didn't fit the guidelines and replace with better quality and higher nutritional ones. We offer daily wellness meals for adults and children and already have our food labeled with calories. We are committed to making these goals and are still working diligently on making more changes for the future."

## NUMBER OF CHILDREN WHO GOT MOVING AS A RESULT OF PHA PARTNER COMMITMENTS

4 million

3 million

2 million

1 million

500K

3,298,978 IN TOTAL

2,951,191 IN 2012

347,787 IN 2013

## NUMBER OF PHYSICAL ACTIVITY OPPORTUNITIES MADE AVAILABLE FOR KIDS

15,000

12,000

9,000

6,000

3,000

12,333 IN TOTAL

8,100 IN 2012

4,233 IN 2013

# INCREASING PHYSICAL ACTIVITY

# INCREASING PHYSICAL ACTIVITY

Through their commitments to the creation of safe, dedicated places for children to play and increased opportunities for physical activity for kids and adults (The Blue Cross and Blue Shield Association, Reebok); campaigns to promote increased physical activity at schools (NIKE, Inc., Reebok and Kaiser Permanente's Fire Up Your Feet); access for children to free coaching and fitness resources (NIKE, Inc., and New York Road Runners); installation of kid-sized tennis courts and training of new coaches and teachers across the country (U.S. Tennis Association); and using youth ambassadors to provide nutritional and activity programming for young people (Varsity Brands), PHA partners are getting America's kids up and moving.

## COMPLETED COMMITMENT

In 2013, the Blue Cross and Blue Shield Association fulfilled its commitment by funding the creation of 40+ new Play Streets — roads closed to traffic and open to the community for physical activity — in 10 cities around the country.



### Reebok

Reebok will invest \$30 million over three years in organizations and initiatives that promote physical activity and fitness



NIKE, Inc. is investing \$50 million and resources over five years to address the physical inactivity epidemic in the U.S.

"In September the students in the before-school program were sitting in the cafeteria playing with their iPads or Uno and now, three days a week, they are active for a full hour! Thank you for creating such incredible lesson plans that are highly adaptable and easy to implement and are inclusive of all students and abilities."

#### TAMMY SULLIVAN

FORT RIVER ELEMENTARY SCHOOL, AMHERST, MA  
PARTICIPANT IN THE REEBOK BOKS PROGRAM

"All kids deserve a chance to realize their full potential and we believe creating active schools will help kids do better in school and most importantly in life."

#### MARK PARKER

PRESIDENT & CEO, NIKE, INC.

INCREASING PHYSICAL ACTIVITY



## 2013 ANNUAL PROGRESS REPORT



An association of independent Blue Cross and Blue Shield companies

### COMMITMENT

Sponsor the Play Streets program, with funding of \$1,000,000, to be operated by PHA. The goal of the program is to improve access to play spaces, particularly in neighborhoods that lack any other sufficient space for activity, by closing designated streets to traffic on a routine basis and opening space in the community to encourage physical activity and community interaction. With the support provided by Blue Cross and Blue Shield Association, PHA will grant funding to ten cities to operate four Play Streets events each.

### YEAR COMMITTED

2012

### LENGTH OF COMMITMENT

1 YEAR

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Blue Cross and Blue Shield Association (BCBSA) granted PHA \$1,000,000 to sponsor a Play Streets program.	December 2013	December 2013	BCBSA provided \$1,000,000 to PHA to sponsor the Play Streets Program.

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## **2013 PARTNER STATEMENT**

"The Blue Cross and Blue Shield Association (BCBSA) partnered with PHA to implement the Play Streets program in 10 cities across the country during 2013. Each city hosted at least four Play Streets by closing designated roads to traffic and opening them up to the community as a place to play.

"The ten winning cities received funds, technical assistance, and communications and marketing support from PHA, BCBSA, and the local Blue Cross and Blue Shield companies to create Play Streets events in their communities. The winners were chosen based on their ongoing commitment to increasing physical activity among kids, health education and programming, sustainability of the program, and community development.

"Play Streets is one of many initiatives around the country in which BCBSA and the 37 independent, community-based and locally operated Blue Cross and Blue Shield companies are promoting prevention and wellness. For more than 80 years, the Blues have made a difference in the lives of the communities they serve and are committed to the fight to end childhood obesity. More examples of how the 'Power of Blue' is creating healthier communities can be found here: <http://www.bcbs.com/about-the-companies/power-of-blue.html>."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Support Fire Up Your Feet, a youth physical activity program that encourages active transportation to and from school. Kaiser Permanente will make resources, tools and funding available to schools to implement Fire Up Your Feet and provide intensive program implementation assistance to low-income schools. Kaiser will support Let's Move Active Schools, a collaborative effort to empower school champions to create active environments that engage students in movement every day, by investing in Fire Up Your Feet and investing additional resources in Let's Move Active Schools partners.

### YEAR COMMITTED

2013

### LENGTH OF COMMITMENT

3 YEARS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Support the Fire Up Your Feet youth physical activity program at the level of at least \$1.76 million over a three (3) year period, including the following: <ul style="list-style-type: none"><li>• Supporting online and offline resources</li></ul>	December 2015	December 2013	Prior to making the commitment with PHA, Kaiser awarded Bikes Belong Foundation of Boulder, CO an award of \$1,786,702 to be used between November 1, 2012 and September 1, 2015. Key activities of the award include: <ul style="list-style-type: none"><li>• Scaling up Fire Up Your Feet for national launch in February 2013;</li><li>• Launching and maintaining Fire Up Your Feet website;</li><li>• Strategically focusing programmatic support in lower-income communities;</li></ul>

- (activity detail below).
- Making a grant competition available (activity detail below).
  - Intensive offline program support for low-income schools (activity detail below).
- 

Make online and offline resources available to all schools in the U.S.	December 2015	December 2013	In 2013, Kaiser Permanente had a Fire Up Your Feet website where they made a variety of resources available to schools, including: <ul style="list-style-type: none"><li>• 16 Webinars with 248 registrants</li><li>• 3 Instructional videos with 288 views</li><li>• 20 informational resources with 6,505 resource downloads between March and November 2013, including 15 fact sheets, 2 toolkits, 2 activity sheets, and 1 set of promotional flyers.</li></ul>
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Make a grant competition available to elementary and middle schools in California, Hawaii, Oregon, Colorado, Washington, Maryland, Virginia, Georgia and the District of Columbia. Top participating schools will be awarded funds to use to make improvements that support health and wellness.	December 2015	December 2013	Kaiser Permanente had two grant competitions called Challenge Awards, one in May 2013 and one in November 2013. A total of 212 schools entered in the challenge and tracked activity, logging 4,153,680 minutes of physical activity. Kaiser Permanente provided \$41,950 in grant awards to 75 schools (66 unique schools; 9 schools funded twice) serving kindergarten through grade eight students located in 11 states (California, Colorado, District of Columbia, Georgia, Hawaii, Maryland, Minnesota, Ohio, Oregon, Virginia and Washington). Schools received \$50 to \$5,700 dollars (average award=\$559) for activities, equipment, incentives and education to promote physical activity. Kaiser Permanente estimated that 37,583 unique
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youth were reached through these grants. Twenty-two (33%) of the 66 unique schools that received grants through the competitions had student populations where 50% or greater were eligible for free or reduced-price school meals. There was no intensive support provided to these schools in 2013.

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Lower-income schools (defined as those schools with a minimum of 50% of students eligible for free or reduced-price school meals) within Kaiser's service areas will be provided with intensive, offline program implementation support through field staff visits.	December 2015	December 2013	Twenty-two (33%) of the 66 unique schools that received grants through the competitions had student populations where 50% or greater were eligible for free or reduced-price school meals. There was no intensive support provided to these schools in 2013.
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Request Fire Up Your Feet conduct baseline and follow up assessments (at mutually agreed to timing) using the Physical Activity Index, and report these results to PHA.	December 2015	December 2013	Kaiser Permanente completed the Youth Physical Activity Index tool designed to assess the quality of physical activity programs.
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Consider integrating the Index into criteria used to make future investment decisions	December 2015	December 2013	No progress was made on this comment element in 2013.
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related to youth physical activity programs, and provide evidence of this consideration to PHA.

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Invest a total of \$75,000 in one or both of the LMAS partners.

December 2015

December 2013

On March 18, 2013, Kaiser Permanente awarded a \$75,000 one-year grant to the SHAPE America (formerly American Alliance for Health, Physical Education, Recreation, and Dance). Key activities for the award include providing recognition for schools that qualify as Let's Move Active Schools. Kaiser Permanente estimated that 300 schools would be reached through these this activity.

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## **2013 PARTNER STATEMENT**

"Kaiser Permanente has embraced this commitment to support the creation of opportunities for children to be active before, during, and after school. In 2013, through our support of the Fire Up Your Feet youth physical activity program, participants at 212 schools logged over four million minutes of physical activity and competed to secure grant awards. Seventy-five of those schools were awarded grants totaling more than \$40,000. In addition, our support of the Let's Move Active Schools effort enables school champions to be recognized for their efforts to engage students in movement every day.

"We believe that daily physical activity, coupled with good nutrition, provide students with the foundation to learn well in school. In 2013, in addition to the above commitments, we partnered with the Alliance for a Healthier Generation to fund six new program managers to support increased physical activity and improved nutrition environments in schools in Kaiser Permanente's regions. Other physical activity initiatives supported by Kaiser Permanente in 2013 include safe routes to school, active recess, and the Every Body Walk! collaborative to build a national movement for walking and walkability."



## 2013 ANNUAL PROGRESS REPORT



### **COMMITMENT**

Provide \$7 million in funding to the Mighty Milers running program to expand the number of schools and students participating in the program. In addition, New York Road Runners (NYRR) will do the following activities to promote running: disseminate and promote digital resources for running; engage schools in National Running Day and promote Let's Move! Active Schools on its website and in newsletters.

### **YEAR COMMITTED**

2013

### LENGTH OF COMMITMENT

5 YEARS

### **VERIFIED RESULTS**

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Engage a minimum of 100 schools in local running events related to National Running Day (May 21-June 12, 2013). At least 50% of the schools should be schools in which at least 50% of students qualify for free or reduced-price school meals.	July 2013	August 2013	A total of 81 schools and 4,127 youth participated in local running events related to National Running Day.

Eighty-six percent (n=70) of the schools had student populations where 50% or more of students were eligible for free or reduced-price school meals.

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Expand the number of schools participating in the Mighty Milers program by a minimum of 20% by 2018, an increase of at least 100 schools from the current baseline number of schools. At least 80% of the new participating schools should be schools in which at least 50% of students qualify for free or reduced-price school meals.

July 2018

August 2013

At baseline, there were 577 schools participating in the Mighty Milers program. Of these schools, 448 (78%) had student populations where 50% or more of students qualified for free or reduced-price school meals.

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Increase the number of students participating in the Mighty Milers program by a minimum of 25% by 2018, an increase of 30,000 students from the current baseline of approximately 120,000 participating students.

July 2018

August 2013

At baseline, there were 125,668 youth

participating  
in the Mighty  
Milers  
program.

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### **2013 PARTNER STATEMENT**

"New York Road Runners is delighted to report significant progress on behalf of our mission: helping and inspiring people through running. In conjunction with PHA, more than 102,000 children from 456 primarily Title 1 schools have run more than 1.35 million miles this school year in our largest program, Mighty Milers. Toward the goal of enabling thousands of schools and millions of children to participate, we recently restructured the free program to reduce barriers to entry. When we pilot the revamped program this spring, we anticipate serving an additional 100+ schools and 20,000+ students.

"We've also been preparing Miles for Books, an annual Mighty Milers promotion that links the miles that participants run to earning new books for their school libraries. We expect to award 25,000+ books this spring to over 250 schools. Furthermore, we sent nine lessons to teach running as a mini-unit in K-5 physical education classes to 37,622 P.E. teachers and athletic directors from 36,032 schools, and delivered 16 live, active presentations to educators about teaching running in P.E. this winter. We're also about to launch our latest Running Start event guide-a step-by-step manual to empower schools to establish a running-based fundraiser instead of selling candy."



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

NIKE will invest \$50 million over the next 5 years to address the physical inactivity epidemic by focusing on creating early positive experiences for kids and integrating physical activity into everyday life. The investment will initially be dedicated to three categories of activity: active schools, early positive experiences in youth sports and advocacy and partnerships to accelerate uptake of large-scale solutions. Nike may shift investment strategies to best deliver against the physical inactivity epidemic.

### YEAR COMMITTED

2013

### LENGTH OF COMMITMENT

5 YEARS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Invest \$50 million over the next five (5) years in: <ul style="list-style-type: none"><li>Schools: Estimated as \$20 million total including an investment in Let's Move! Active Schools.</li></ul>	December 2017	December 2013	For this reporting period, from February through November 2013, NIKE invested \$8,636,712. Of this total, \$5,583,500 was invested in schools, of which \$4,727,240 was dedicated to supporting Let's Move! Active Schools. This included funding for communications support, development of a website portal, training, and events. \$2,206,862 was invested in community sports and coaching, and \$846,351 was invested in advocacy and partnerships. During this 10 month period, NIKE

- Early positive experiences in youth sports:  
Estimated as \$15 million total
  - Advocacy and partnerships:  
Estimated as \$15 million total
- has made 17% progress towards meeting its 5 year goal.
- 

### **2013 PARTNER STATEMENT**

"Today's children are the least active in history. The US is facing a physical inactivity epidemic that threatens to drain our national economy and shortchange our children's future. The financial cost of physical inactivity is estimated at \$147B annually, twice the federal education budget. The human cost is unacceptable: this generation of children is the first who may live shorter lives than their parents, and certainly lower quality of life.

"Physical inactivity is a systemic issue, and no one can fix it alone. Nike worked with 70 experts internationally to launch Designed to Move - a simple framework for action supported by public, private and civil sector organizations. It has two simple asks that everyone can act on: 1) Create early positive experiences for children in sports and physical activity to promote a lifelong love of physical activity; 2) Promote ways to integrate physical activity into life to increase everyday incidental movement.

"In delivering against the shared Designed to Move agenda, Nike focused investments this year in active schools, program innovation to deliver positive experiences for youth in sports, and in collaborative advocacy to elevate national awareness around the key issues and solutions. It is a long-term commitment to better ensure America's children reach their greatest potential."



## 2013 ANNUAL PROGRESS REPORT

# Reebok

### COMMITMENT

Invest \$10 million each year for three years in organizations and initiatives that promote physical activity and fitness. Reebok will deliver this investment through direct grant-making to schools and non-profit organizations, product donations, in-kind resource allocation and other direct and indirect investments that have measurable financial value.

### YEAR COMMITTED

2013

### LENGTH OF COMMITMENT

3 YEARS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
In accordance with its current strategic plan, continue funding the BOKS program, a before school program that promotes the link between physical activity and increased academic performance in elementary school-age children, in the amount of \$2 million per year.	December 2013, 2014, 2015	December 2013	In 2013, Reebok contributed \$2,705,224 to support the BOKS program, including providing the BOKS programs in schools, staff support for the BOKS program, creation and maintenance of online resources and 48 BOKS events. BOKS events included: training sessions and demonstrations, BOKS classes and community and family physical activity events. Total participation in all

events. Total participation in all events was 94,660 people.

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With Reebok's BOKS investment, the BOKS organization will substantially expand the BOKS program from 200 schools in 2012 to at least 1,000 schools by 2015, including efforts to reach schools serving lower-income

populations (schools with at least 50% of students eligible for free or reduced lunch in the National School Lunch Program) if information is readily available.

December 2015

December 2013

As of 2012, 146 schools had implemented the BOKS program. As of December 2013, the number of schools implementing or planning to implement BOKS had

increased by 614 schools, for an overall total of 760 schools. Forty-three percent of these schools (n=328) have student populations where 50% of youth or greater are eligible for free or reduced-price school meals. Of the 614 schools implementing BOKS in 2013 and 2014, Reebok provided activation grants for 311 schools that schools can use to get a new BOKS program up and running. Reebok has made 76% progress towards meeting their goal of expanding the BOKS program to at least 1,000 schools.

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With Reebok's BOKS investment, the BOKS organization will work in partnership with the Alliance for a Healthier Generation (AHG) to develop and utilize BOKS Burst, a condensed version of the curriculum comprised of 2- to 5-minutes physical activity breaks for teacher use. BOKS plans to distribute the BOKS Burst program to 14,000 AHG schools, reaching an estimated 2 million kids.

December 2015

December 2013

Reebok completed the BOKS Burst curriculum in 2013. It has not been distributed to any schools yet.

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With Reebok's BOKS investment, provide funding to incorporate the full BOKS program in up to 150 schools in 2013 (including through training offerings to full districts) and the expansion in up to an additional 330 schools through collaboration with ChildObesity180 Active Schools Acceleration Project.	December 2015	December 2013	Reebok provided funding to Allaince for a Healthier Generation (AHG) to support the use of BOKS in their schools. As of December 2013, this funding was used to support BOKS in 2 schools in Little Rock, AR.
With Reebok's BOKS investment, the BOKS organization will create and/or maintain online resources intended to support the "viral" growth of BOKS or BOKS-style school activity programs.	December 2015	December 2013	No update was provided.
Commit an additional \$8 million per year to either provide additional support to BOKS or to support its broader efforts to increase the U.S. population's focus on physical activity and fitness (understanding that parents and other adults serve as role models, inspiration and advocates for the fitness of children).	December 2015	December 2013	In 2013, Reebok contributed in excess of \$8 million to support broader efforts to increase the U.S. population's focus on physical activity and fitness. This funding supported fitness classes and events, marketing and advertising efforts, a fitness app, sponsorship of trainings, CrossFit Kids programs and basketball camps.
With Reebok's broader investment, offer free fitness classes and education opportunities.	December 2015	December 2013	Reebok offered 1,820 free fitness classes in 120 Reebok Factory Outlet stores located across the U.S. Reebok estimated that 18,200 individuals participated in these classes, 2,730 being youth. Reebok sponsored a number of events, including NYC Summer

events, including NYC Summer Streets, Sweat USA Powered by Reebok, Peachtree Race, Manhattan Invitational College Challenge and the Tufts 10k. The total number of all participants at these events was estimated to be 364,922, with 11,900 event participants being youth. At the events sponsored by Reebok, Reebok offered free classes. Reebok estimated that 2,700 individuals at the events participated in these classes, 100 of which were youth.

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With Reebok's broader investment, create and promote a free fitness app which will allow consumers to access fitness coaching anytime, anywhere.

December 2015

December 2013

Reebok created a fitness app that generates workout routines using 5 disciplines: walking, running, dance, yoga, and training. By December 2013, there were approximately 140,000 fitness app users.

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With Reebok's broader investment, collaborate with other fitness-related brands and events which include a children's component or which may serve as aspirational targets for children.

December 2015

December 2013

Reebok funding included the following: training of adults to coach CrossFit Kids programs, CrossFit Kids programs and family fitness experiences, CrossFit Games, fitness-related events and activities for families, basketball camps for youth and prizes for running race participation.

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With Reebok's broader investment, use Reebok-endorsed athletes and

December 2015

December 2013

Reebok used athletes to endorse fitness-related camps

ambassadors to convey Reebok's messages regarding the importance of fitness and healthy lifestyles for children, families and communities.

for youth, including basketball and football camps.

---

With Reebok's broader investment, orient advertising and marketing efforts (including social media) to heighten awareness of the importance of fitness for children, their families and their communities.

December 2015

December 2013

As described above, Reebok has oriented advertising and marketing efforts to support fitness activities for children and their families.

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## 2013 PARTNER STATEMENT

"Reebok believes that the power of fitness can change the world by improving the human condition - that if we get people moving, we can help transform their lives and the lives of those around them. Through the Reebok Social Purpose platform we use philanthropy, strategic partnerships, innovative programs and research to ensure we make the most positive impact on the world.

"BOKS (Build Our Kids' Success), our primary Social Purpose program, is a before school physical activity program founded on the principle Active Kids = Active Minds. Inspired by Dr. John Ratey's book Spark, which states that 'exercise is the single most powerful tool that we have to optimize the function of our brains,' BOKS was created by Kathleen Tullie with a goal to enhance academic performance and the overall health of kids through physical activity. The program, run by moms, dads, P.E. teachers and community volunteers, is in over 800 schools and we expect to be in more than 1,000 by 2015.

"We're extremely proud of how far BOKS has come. We have a bold ambition to reverse the current culture of spectators to a culture of participants and there's no better way than to start with youth."



## 2013 ANNUAL PROGRESS REPORT



### VARSI<sup>T</sup>Y

#### **COMMITMENT**

Develop and implement a Cheer for a Healthier America program for high school and college cheerleaders at Varsity summer camps that includes education and peer-led physical activity challenges. In addition, create a Cheer for a Healthier America curriculum that will serve as a training guide for camp instructors, coaches and participants.

#### **YEAR COMMITTED**

2013

#### LENGTH OF COMMITMENT

15 MONTHS

#### **VERIFIED RESULTS**

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Develop and provide a turnkey plan to high school and collegiate cheerleading teams at its camps to assist and incentivize them in establishing programs to get elementary-aged children moving.	May 2013	May 2013	A plan was developed.

Develop the Cheer for a Healthier America logo with PHA and include "Partnership for a Healthier America," as appropriate on related material.	May 2013	May 2013	A logo was developed and approved.
Create and promote a Cheer for a Healthier America curriculum that will be a training guide for camp instructors, coaches, and participants. The curriculum will:  1. Promote the Seven Essential Practices for Quality Youth Physical Activity Programming. 2. Include comprehensive sessions on healthy eating and physical activity habits. 3. Be a part of a mandatory, comprehensive training for all Varsity coaches and instructional staff received prior to the start of camps and 4. Will be provided via DVDs and training manuals to all participating school teams.	May 2013	December 2013	A curriculum was created and distributed to camp participants.
Develop a DVD with additional information about the challenge and healthy lifestyle message.	May 2013	May 2013	A DVD was developed.
Create a Cheer for a Healthier America website on Varsity.com that will provide a system for tracking progress and consistent motivation and incentives to keep the program fun and engaging.	September 2013	December 2013	A website with a system for tracking participation in Cheer for a Healthier America activities was created.
Launch the Cheer for a Healthier America program at all	September 2013	December 2013	A total of

Varsity summer camps. Encourage all camp participants to make an individual pledge or commitment for themselves that they will accomplish in their schools before leaving camp. Provide additional information about the challenge, and healthy lifestyle messages, on a DVD sent home with the coach of each team.

189,967 youth and 17,403 coaches participated in 1,442 camps in 48 states, the District of Columbia and a U.S. military base in Germany. No data were provided on the number of camp participants who made an individual pledge or commitment. DVDs describing Cheer for a Healthier America and the PHA commitment were provided to each coach.

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Promote a Physical Activity Challenge on National School Spirit Day on October 11, 2013.

October 2013

December 2013

No information on National School Spirit Day activities related to the PHA commitment was provided.

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Cheer for a Healthier America physical activity session

May 2014

December 2013

A total of 324

participation.

elementary school and 171 high school students participated in 8 events in California and 1 event in Ohio.

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Use social marketing strategies to publicize Cheer for a Healthier America and healthy eating and/or physical activity messages to Varsity's 1 million followers on Twitter, Facebook, Instagram, and Pinterest. Certain messages will also be dedicated to leading participants to PHA's social media properties.

May 2014

December 2013

Varsity Brands used the following social marketing strategies to publicize Cheer for a Healthier America:

- Video promoting Cheer for a Healthier America posted to YouTube where Varsity reports having 6,254 followers,
- Five posts on Cheer for a Healthier America on Facebook where Varsity reports having 452,000 followers,

- and
- Thirteen tweets related to Cheer for a Healthier America on Twitter where Varsity reports having 33,774 followers.

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Produce and air public service announcements (PSAs) promoting healthy eating and/or physical activity on ESPN, and such PSAs will mention PHA.

May 2014

December 2013

No PSAs have been produced or aired to date.

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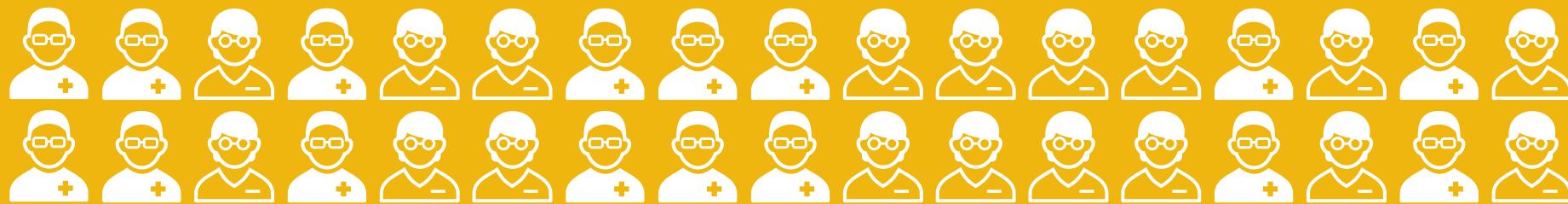
### **2013 PARTNER STATEMENT**

"In our first year of Cheer for a Healthier America, we were very excited about how much interest we received from across the country during our summer cheerleading camps. We had nearly 900 schools commit to starting a program in their community. As the school season kicked off, we did not get as many schools participating as we had hoped. We had 10 schools fully participate at elementary schools in their community and have numerous schools who are starting programs during the Spring semester! We are



## CERNER

one of the nation's largest providers of Electronic Health Record (EHR) solutions, is licensed by **45,000 physicians** (doctor icon), of which more than **6,000 are family practice physicians**. Cerner is also in more than **10,000 facilities globally**.



## GE HEALTHCARE

has developed Centricity Practice Solution, an electronic medical record for clinical excellence and practice management tool. Centricity Practice Solution is utilized by **35,000 clinicians** (clinician icon) **globally across the clinical spectrum**.



## PHYSICIAN'S COMPUTER COMPANY

which serves about a thousand providers, has developed a unique EHR service that is designed for pediatrics. It estimates that PCC providers serve in total **300,000 to 400,000 pediatric patients** (child icon).

# ENGAGEMENT



## ENGAGEMENT

PHA recognizes that solving the childhood obesity crisis cannot be done without the direct engagement of healthcare providers, who have a unique opportunity to educate American families and raise their awareness of what's at stake. Electronic Health Record providers Cerner, GE Healthcare and the Physicians Computer Company have committed to develop the Healthy Weight Plan to provide doctors with tools to identify, manage and track childhood obesity, and to work with patients and their families to build healthier habits.

## COMPLETED COMMITMENT

Over the last two years, The Links Inc. chapters engaged in childhood obesity intervention programs at the local level and served as an on-call monitor to help PHA with local-level verification efforts.



"At Cerner, we really see the value in connecting the right information to the right people at the right time.

There is a need to help facilitate dialogue between the physician and care giver in the pediatric space and we're proud to be able to lend our expertise in this arena."

**DAVID T. NILL, MD**

Vice President and  
Chief Medical Officer, Cerner



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Produce electronic health record technologies that will help primary health care providers develop healthy weight plans for patients and their families. The plans will give providers the tools to capture relevant data to track at-risk patients; present data to patients and families in a way they can understand and use; generate practical goals for patients and families to pursue between visits and provide information about community resources to help support healthy weight goals. In addition to helping clinicians support children at risk for childhood obesity, the tools also will help them support children who are at a healthy weight to maintain that status and develop the healthy habits that will serve them throughout childhood and adult life.

### YEAR COMMITTED

2013

### LENGTH OF COMMITMENT

2 YEARS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Develop and implement Use Case 1: Anthropometric Assessment and Weight Classification. In this process, the height, weight and age of each patient is captured within the EHR and compared to the national reference values from the Centers for Disease Control and Prevention's (CDC) 2000 Growth Charts to define each child's weight status (underweight, healthy weight, overweight, obese).	September 2014	December 2013	The capability to record height, weight and display on the growth chart is in place. The

design to add the weight classifications to the growth chart screen is complete. The display of the weight classifications will be

incorporated into a future version of the EHR.

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Develop and implement Use Case 2: Assessment of Weight-Related Behaviors. Weight-related behaviors are assessed and documented within visit templates in the EHR and linked to goal setting. The behaviors that are included relate to: 1) diet; 2) physical activity (and sedentary behaviors); 3) sleeping habits and 4) readiness to change.

September 2014

December 2013

There is an existing pediatric assessment tool within the EHR that needs to be modified to meet this commitment. The plans on how to do so have been completed and have gone through internal review. A new template will be created to enable providers to capture the specific weight related

...  
behaviors  
required by  
the  
commitment.  
The  
expected  
release of the  
template is  
June 2014.

---

Develop and implement Use Case 3: Promotion of Healthy Weight Behavior Through Goal Setting. This EHR use case supports goal setting by enabling families and primary care teams to select one or more goals from a set of potential behaviors in need of change and then linking these goals with a tailored set of activities and resources.

September 2014

December 2013

There is an existing pediatric assessment tool within the EHR that needs to be modified to meet this

commitment.  
The plans on how to do so have been completed and have gone through internal review. A new template will be created to enable providers to capture goals, barriers and facilitators.  
The expected release of the template is June of 2014.

Develop and implement Use Case 4: Resource Identification. After identifying goals, barriers, and supports, children and families must identify actionable strategies to achieve their goals. Under this use case the EHR is able to capture and store a tailored set of resources within the clinical care system and the community where the patient resides.	September 2014	December 2013	The ability to add clinical referrals and community resources currently exists in the EHR. Plans are underway to enhance the feature to allow providers and staff the ability to select from a list of common community resources and clinical resources.
Develop and implement Use Case 5: Healthy Weight Plan Creation. This process includes the creation of a summary document using the EHR data gathered during the visit. The document, a Healthy Weight Plan, is created before the end of the visit. Included in the Healthy Weight Plan are: 1) summary of current diet and physical activity behaviors (and sedentary behaviors); 2) presentation of goals selected during the visit, along with accompanying barriers and supports; and 3) summary of resources identified to help support these goals.	September 2014	December 2013	The development of the Healthy Weight Plan is in the design phase. The current document used to describe the patient's care plan will incorporate

the patient's diet and physical activity behaviors, goals and barriers selected as well as the resources identified to help support the goals. The Healthy Weight Plan will be designed so it can be printed or sent electronically to the patient.

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### **2013 PARTNER STATEMENT**

"Cerner was proud to be announced as participants in the Partnership for a Healthier America in March 2013. Since that time, an internal team has worked to understand our current capabilities in Cerner Millennium, shadowed clients to understand best practice and lessons learned of existing functionality, and devised a plan to implement required modifications and incorporate the use-cases defined by PHA for EHR companies. We are pleased to report that we have already assimilated 65% of the use-case criteria and are on-track to meet the deadline in 2014."



## 2013 ANNUAL PROGRESS REPORT



GE Healthcare

### COMMITMENT

Produce electronic health record technologies that will help primary health care providers develop healthy weight plans for patients and their families. The plans will give providers the tools to capture relevant data to track at-risk patients; present data to patients and families in a way they can understand and use; generate practical goals for patients and families to pursue between visits and provide information about community resources to help support healthy weight goals. In addition to helping clinicians support children at risk for childhood obesity, the tools also will help them support children who are at a healthy weight to maintain that status and develop the healthy habits that will serve them throughout childhood and adult life.

### YEAR COMMITTED

2013

### LENGTH OF COMMITMENT

2 YEARS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Develop and implement Use Case 1: Anthropometric Assessment and Weight Classification. In this process, the height, weight, and age of each patient is captured within the EHR and compared to the national reference values from the Centers for Disease Control and Prevention's (CDC) 2000 Growth Charts to define each child's weight status (underweight, healthy weight, overweight, obese).	September 2014	December 2013	The capability to record height, weight and display on the growth chart is in place. The technology

needed to incorporate weight classifications to the growth chart screen is built. A new version of the EHR with the weight classification enhancements is scheduled to be available in early 2014.

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Develop and implement Use Case 2: Assessment of Weight-Related Behaviors. Weight-related behaviors are assessed and documented within visit templates in the EHR and linked to goal setting. The behaviors that are included relate to: 1) diet; 2) physical activity (and sedentary behaviors); 3) sleeping habits; and 4) readiness to change.

September 2014

December 2013

The technology needed to support the weight-related assessment has been designed and built. Incorporating the specific weight-related behaviors for providers to select will be complete in the early part of 2014.

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Develop and implement Use Case 3: Promotion of Healthy Weight Behavior Through Goal Setting. This EHR use case supports goal setting by enabling families and primary care teams to select one or more goals from a set of potential behaviors in need of change and then

September 2014

December 2013

The technology needed to support healthy weight

linking these goals with a tailored set of activities and resources.

goal setting has been designed and built. Incorporating the specific goal setting behaviors for providers to select will be complete in the early part of 2014.

---

Develop and implement Use Case 4: Resource Identification. After identifying goals, barriers, and supports, children and families must identify actionable strategies to achieve their goals. Under this use case the EHR is able to capture and store a tailored set of resources within the clinical care system and the community where the patient resides.

September 2014

December 2013

The technology needed to enable providers to select and link patients to community and clinical resources is designed and built. Adding the specific resource information to the EHR and testing the technology is scheduled to take place in the early part of 2014.

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Develop and implement Use Case 5: Healthy Weight Plan Creation. This process includes the creation of a

September 2014

December 2013

The technology

summary document using the EHR data gathered during the visit. The document, a Healthy Weight Plan (HWP), is created before the end of the visit. Included in the HWP are: 1) summary of current diet and physical activity behaviors (and sedentary behaviors); 2) presentation of goals selected during the visit, along with accompanying barriers and supports; and 3) summary of resources identified to help support these goals.

needed to create a Healthy Weight Plan summary is designed and built. They are testing the technology to ensure a complete HWP is available to the patient. A new version of the EHR with the HWP should be available to provider in early 2014.

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### **2013 PARTNER STATEMENT**

No statement provided.



## 2013 ANNUAL PROGRESS REPORT



### COMMITMENT

Produce electronic health record technologies that will help primary health care providers develop healthy weight plans for patients and their families. The plans will give providers the tools to capture relevant data to track at-risk patients; present data to patients and families in a way they can understand and use; generate practical goals for patients and families to pursue between visits and provide information about community resources to help support healthy weight goals. In addition to helping clinicians support children at risk for childhood obesity, the tools also will help them support children who are at a healthy weight to maintain that status and develop the healthy habits that will serve them throughout childhood and adult life.

### YEAR COMMITTED

2013

### LENGTH OF COMMITMENT

2 YEARS

### VERIFIED RESULTS

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Develop and implement Use Case 1: Anthropometric Assessment and Weight Classification. In this process, the height, weight and age of each patient is captured within the EHR and compared to the national reference values from the Centers for Disease Control and Prevention's (CDC) 2000 Growth Charts to define each child's weight status (underweight, healthy weight, overweight, obese).	September 2014	December 2013	The capability to record height, weight and display on the growth chart is in

place.

---

Develop and implement Use Case 2: Assessment of Weight-Related Behaviors. Weight-related behaviors are assessed and documented within visit templates in the EHR and linked to goal setting. The behaviors that are included relate to: 1) diet; 2) physical activity (and sedentary behaviors); 3) sleeping habits and 4) readiness to change.	September 2014	December 2013	The technology needed to enable providers to record and track clinical assessments are in place. A new template will be created to enable providers to capture the specific weight related behaviors and readiness to change assessment.
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Develop and implement Use Case 3: Promotion of Healthy Weight Behavior Through Goal Setting. This EHR use case supports goal setting by enabling families and primary care teams to select one or more goals from a set of potential behaviors in need of change and then linking these goals with a tailored set of activities and resources.	September 2014	December 2013	The technology needed to enable families and primary care teams to record behaviors and goals is in place. A new template will be created to
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enable providers to capture Healthy Weight Plan goals, barriers and facilitators and be released by February 2014.

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Develop and implement Use Case 4: Resource Identification. After identifying goals, barriers and supports, children and families must identify actionable strategies to achieve their goals. Under this use case the EHR is able to capture and store a tailored set of resources within the clinical care system and the community where the patient resides.

September 2014

December 2013

The technology needed to add clinical referrals and community resources has been designed and built. The Healthy Weight Plan capability they will release by February 2014 will include the ability to track and update community partners who have been referred to under the plan.

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<p>Develop and implement Use Case 5: Healthy Weight Plan Creation. This process includes the creation of a summary document using the EHR data gathered during the visit. The document, a Healthy Weight Plan (HWP), is created before the end of the visit. Included in the HWP are: 1) summary of current diet and physical activity behaviors (and sedentary behaviors); 2) presentation of goals selected during the visit, along with accompanying barriers and supports and 3) summary of resources identified to help support these goals.</p>	September 2014	December 2013	<p>The technology needed to create a Healthy Weight Plan summary is in place. The current document used to describe the patient's care plan will incorporate the patient's diet and physical activity behaviors, goals and barriers selected as well as the resources identified to help support the goals. They are in the process of updating their capabilities to complete the commitment as part of PCC's participation in a Child Medical Home Improvement Project led by the</p>
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American  
Academy of  
Pediatrics.

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### **2013 PARTNER STATEMENT**

"PCC remains excited and committed to delivering healthy weight management functionality to private practice pediatricians around the country. Pediatricians are the lynch pin in any successful strategy to improve this aspect of child health care, and we support them fully."



## 2013 ANNUAL PROGRESS REPORT



*Linked in Friendship, Connected in Service*

### COMMITMENT

Assist PHA in the assessment of partner commitments at the local level through conducting activities such as site visits.

### YEAR COMMITTED

2011

### LENGTH OF COMMITMENT

2 YEARS

### VERIFIED RESULTS

[SEE PRIOR YEARS' PROGRESS >](#)

COMMITMENT ELEMENT	COMPLIANCE DATE	REPORTING DATE	VERIFIED RESULTS
Utilize nationwide chapters with active childhood obesity projects and health initiatives, and their key partners, community stakeholders, and affiliate volunteers to assess local alignment with PHA partner commitments.	December 2013	December 2013	The Links and their nationwide chapters of volunteers were available to PHA to assist with the assessment of

PHA partner  
commitments.

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### **2013 PARTNER STATEMENT**

"The Links, Incorporated, an organization of African American women who volunteer to serve their community, continued interventions to reduce childhood obesity among children in elementary and middle school with its partners that included the Safeway Foundation, Wells Fargo, the Kellogg Foundation, and the Aetna Foundation. In addition to hands on interventions to

# EXPANDING OUR REACH

## PHA'S NEWEST PARTNERS

In 2013, PHA continued to garner commitments from a wide range of organizations, extending our reach into doctors' offices, grocery store produce aisles, cheerleading camps and an ever-growing number of communities, school and hospital cafeterias and physical fitness programs for kids.

**Electronic Health Record providers Cerner, GE Healthcare and the Physician's Computer Company** have all committed to develop the Healthy Weight Plan to provide doctors with tools to identify, manage and track childhood obesity, and to work with millions of patients and their families to build healthier habits.

PHA's **Hospital Healthy Food Initiative** is helping healthcare facilities across the nation overhaul cafeteria and patient menus to reflect these institutions' important function as health providers. In 2013, Eskenazi Health, Meridian Health, Morrison Health Food Services, St. Luke's Hospital and UnityPoint Health-Trinity, with about 400 hospital clients, joined the 150 hospitals and medical centers already committed to reducing calories, removing fryers and adding more fruits and vegetables to the meals they serve.

Over the next five years, **Kaiser Permanente** will make its 'Fire Up Your Feet' program available to elementary and middle schools across the country.

**The Mushroom Council** will dedicate at least \$6 million over three years to product innovation and a fully integrated marketing program that will educate and engage key stakeholders, including school nutrition directors, moms, chain restaurants and others about the nutritional value of adding mushrooms to meals.

**New York Road Runners (NYRR)** will invest \$7 million in its Mighty Milers program over the next five years and distribute its coaching and fitness resources for free, teaching and inspiring more than 500,000 kids to run.

**NIKE, Inc.** will invest \$50 million over the next five years to address the physical inactivity epidemic. NIKE will focus on creating early positive experiences for kids and integrating physical activity into everyday life. Its support will focus on bringing school and youth sport programming, advocacy and partnerships to scale.



**Reebok** will invest \$30 million in organizations and activities that promote physical activity and fitness for kids and adults, dedicating \$2 million per year to expanding the BOKS (Build Our Kids Success) program five-fold by 2016.

**Sesame Workshop and the Produce Marketing Association (PMA)** are teaming up over the next two years to help promote fresh fruit and vegetable consumption to kids. Sesame Workshop has committed to waive its licensing fee and allow PMA's community of growers, suppliers and retailers to use Sesame Street characters to deliver positive messages about fresh fruits and vegetables royalty-free.

**The United States Tennis Association (USTA)** joined PHA for the third year in a row. This time, USTA committed to install 5,000 new kid-sized tennis courts and train 15,000 new coaches and teachers over the next three years.

**Varsity Brands** made a commitment to increase nutritional and activity programming for the 400,000 young people and 26,000 coaches, mentors and advisors that are part of its network of cheerleading camps and competitions.



# BUILDING A HEALTHIER FUTURE

## PHA'S NATIONAL SUMMIT

Every year, leaders representing the private sector, philanthropic organizations, academia, government and the public health community come together to focus on how their actions can help us to build a healthier future for America.

The 2013 Summit took place over two jam-packed days and dozens of breakout sessions at the Grand Hyatt Washington. We convened the nation's most enthusiastic and informed stakeholders on this topic, representing a wide range of perspectives, and asked them to focus their creativity, their passion and their resources on how they could collectively lower the staggering obesity rates that afflict our nation's children.

We heard from PHA Honorary Chair First Lady Michelle Obama, who was introduced by New York Giants quarterback and BOKS Ambassador Eli Manning; our PHA Honorary Co-Chairs Former U.S. Senate Majority Leader William H. Frist, M.D., and then-Newark Mayor Cory Booker, now a U.S. Senator. Cooking Light sponsored an onstage school lunch cooking challenge, supported by the James Beard Foundation. And attendees chose Dennis Ai as Sanofi's End Childhood Obesity Innovation Challenge winner for designing a game called Easy Eater, which lets kids compete with each other by feeding the foods they eat each day to avatars. The avatars then grow stronger based upon what they've consumed.

**At the 2013 Summit, we also introduced our first Expo, which provided a marketplace for companies to showcase their own visions for how to make healthier choices easier. Nearly 50 percent of those who attended the Expo visited every booth, giving participants broad exposure for their products and programs.**

Last year we generated a new wave of enthusiasm for tackling the daunting, national challenge of reducing childhood obesity. Leading organizations—including Reebok, Morrison Healthcare, Varsity brands, the Mushroom Council and several electronic health records vendors—announced new commitments to fighting this critical national health crisis.

At the 2014 Summit, we'll learn more about the role that race, ethnicity, geography and poverty play in preventing access to healthy choices and how minority and resource-poor communities are adversely impacted by obesity. We'll discuss what's working, and what's not, in the military, at schools, for advocacy groups and among business collaborators working to address obesity



trends. And we will hear about how some colleges and universities are redesigning their environments to make healthy choices simpler and easier for students, faculty and staff. And most important, we'll learn about how the private sector can help address these challenges.

The PHA Summit represents a powerful opportunity for leaders across the health and wellness space to come together, learn from each other and form new relationships to help advance their work. No one company, advocate, organization or individual can solve this national health crisis. But together, we will. And we are.

*"... just think for a minute what this country could look like. Imagine walking into any grocery store in America and finding the healthiest options clearly marked and centrally placed so that you know within seconds what's good for your family when you walk in that store. Imagine opening up a menu in any restaurant and knowing exactly what items will give your family the most nutrition for your hard-earned dollar. Imagine our kids begging and pleading, throwing tantrums to get you to buy more fruits, vegetables and whole grains... It is possible to create this world!"*

**First Lady Michelle Obama, 2013 Building a Healthier Future Summit**

## PROMOTING & BROADENING OUR EFFORTS PHA COLLABORATIONS

While commitments from the private sector are critical to helping end the childhood obesity crisis, they are not the only tools that PHA employs. Real, sustainable change requires a shift in the way people think about health throughout the day and in every facet of their lives. Whether we're at home, at work, at school or enjoying leisure time, we are constantly making choices that affect our health and our family's health. So in addition to securing commitments from the private sector, PHA collaborates with other organizations on initiatives that help change the way Americans think about what they eat and drink, as well as how they live. In 2013, we expanded these efforts to include:



### CHOP CHOP

This nonprofit quarterly food magazine for school-age kids and their families is collaborating with PHA to develop and share healthy, tasty recipes to prepare together. These recipes, uniquely designed to develop children's cooking skills and nutritional literacy, can be found in each issue of ChopChop magazine and online at [www.ahealthieramerica.org](http://www.ahealthieramerica.org) and [www.chopchopmag.org](http://www.chopchopmag.org).



### DRINK UP

This initiative, launched by PHA and its Honorary Chair First Lady Michelle Obama, brings together every corner of the water community, all committed to encouraging people across the country to drink more water more often. Everyone has a choice when grabbing a drink, and when they choose water they're doing one of the single best things to stay hydrated, focused and refreshed. Through the end of 2013, commitments were secured to feature the Drink Up logo on thousands of outdoor public water taps, 300 million packs of bottled water, half a billion individual bottles of water, 200,000 packages of reusable bottles and 10,000 individual reusable bottles. Our message: You are what you drink, and when you drink water, you Drink Up!



### LET'S MOVE! ACTIVE SCHOOLS

We know that active kids do better — they perform better academically, attend school more regularly and behave better while they're there. Let's Move! Active Schools is an outgrowth of First Lady Michelle Obama's Let's Move! effort, and is currently at work in over 6,000 schools in the United States, supporting individual champions who are committed to creating an active school environment. Registered schools are eligible for grants to kickstart physical activity programs for kids; receive professional development and technical assistance to get those programs underway; and have access to free online resources and communications tools to help them spread the word and build support for keeping America's kids moving. PHA partners with NIKE, Inc., Kaiser Permanente and Reebok, and nine other non-profit organizations, to support this effort to create more active schools across the country.



### PLAY STREETS

This initiative closes streets to traffic and opens them up for play, offering that space to communities so families can come outside and run, bike, dance, skate or engage in other fun physical activities. In 2013, the Blue Cross and Blue Shield Association provided PHA funding for 10 selected cities to plan and execute Play Streets events in their communities. Through 40+ events, Play Streets opened more than 42 miles of community space for nearly 72,000 children and adults to engage in more than 192 hours of physical activity.

### PLAY STREETS BY THE NUMBERS:



### PINTEREST & MYPLATERECIPES

Parents looking for recipes that make it easier for them to put tasty, healthy meals on the family dinner table can find them on Pinterest, thanks to a collaborative effort by PHA, Let's Move!, USDA's MyPlate and the nation's top recipe creators. Here you'll find thousands of recipes sorted by food group, preparation style, ease of creation and even a board featuring some of the First Lady's favorite healthier recipes. Media partners contributing recipes to the boards and helping to promote MyPlate include Epicurious, the Food Network, Hearst Magazines, Meredith Corporation and Time Inc.



### CHANNEL ONE

Channel One LLC, the educational, digital content provider and producer of award-winning Channel One News, has teamed up with PHA to promote healthy living to its five million student viewers in upper elementary, middle and high schools across America. Over the next three years, Channel One will use its programming to raise awareness of childhood obesity and create a culture of health in our schools and will provide PHA valuable advertising space to push the same message.



### SONGS FOR A HEALTHIER AMERICA

Hip Hop Public Health understands the powerful influence music can have on young people and has joined with PHA to produce and promote an album of multi-genre songs about healthy living that can be downloaded for free. Released in June, with a video featuring a guest rap by Dr. Mehmet Oz, the album includes songs by dozens of popular artists, including Jordin Sparks, Ashanti, Doug E Fresh, DMC, Artie Green, Daisy Grant, the E Street Band's Nils Lofgren and Ryan Beatty. Through their lyrics, the musicians inspire kids to believe in themselves, be more physically active and make healthier choices throughout their lives.

## THE WORK STILL AHEAD

As we enter 2014, we are proud of what PHA and our partners have accomplished, and the momentum that together we have built. With childhood obesity rates beginning to level off and in some cases decline, while consumer expectations for healthier products rise, it's clear we are making a difference. But that is precisely why now is the time to step up our game and accelerate our efforts.

Right now we have an opportunity to achieve something truly special: We have the opportunity to win — to put an end to the childhood obesity epidemic, to create a nation that values healthy living and makes healthy choices affordable and accessible and to ensure those choices are available not just to some families, but to all.

### **But if we rest now, we will surely fail.**

Each of us has a meaningful role to play. We must put our minds and our resources together to collaborate on how we can leverage the progress we've already achieved to bring us even closer to our goals, and to ensure that these gains don't slip away, but become a lasting transformation in the way Americans live.

We know that this vision is one that we can achieve. Last year, 16 leading food and beverage companies, which make up the Healthy Weight Commitment Foundation, removed a collective 6.4 trillion unnecessary calories from their products and from consumers' diets. Meanwhile, Birds Eye demonstrated that selling health could be profitable and that kids would embrace vegetables when properly marketed. With these winning examples, it won't be long before we see others follow suit.

We need to continue pushing all segments of the market to make healthier options available throughout the day, so that whenever it's time to eat, fresh fruits and vegetables, water and whole grains are as accessible as anything else. **We need to remind kids that being active is fun.** We want eating right and staying active to become second nature to American families.

We need to build upon our current initiatives, like making fruits and vegetables more enticing to children by connecting them to Sesame Street characters, so that First Lady Michelle Obama's vision of children pestering their parents to fill the shopping cart in the produce aisle becomes a reality. We need to identify new ideas, new programs and new campaigns that complement the work already underway. American families must be given a healthy choice wherever and whenever there are choices to make.



As we move forward over the next year, PHA will focus on three main areas of growth:

**Continuing to secure commitments from the private sector to provide a wider range of healthy choices in the marketplace;**

**Continuing to convene those in both the private and public sectors who, though they may have different perspectives, can unite under a common cause; and**

**Continuing to encourage Americans to make healthier choices when given the opportunity.**

We need to make sure that the healthy choice is the easy choice for everyone — regardless of where people live, work or play.

**LAWRENCE A. SOLER**  
PRESIDENT/CEO





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# PHA FOUNDERS

## ALLIANCE FOR A HEALTHIER GENERATION

The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong, healthy habits. The Alliance works with schools, companies, community organizations, healthcare professionals and families to transform the conditions and systems that lead to healthier children. To learn more and join the movement, visit [www.HealthierGeneration.org](http://www.HealthierGeneration.org).

## THE CALIFORNIA ENDOWMENT

The California Endowment, a private, statewide health foundation, was established in 1996 to expand access to affordable, quality health care for underserved individuals and communities and to promote fundamental improvements in the health status of all Californians. Headquartered in downtown Los Angeles, The Endowment has regional offices in Sacramento, Oakland, Fresno and San Diego, with program staff working throughout the state. The Endowment challenges the conventional wisdom that medical settings and individual choices are solely responsible for people's health. The Endowment believes that health happens in neighborhoods, schools and with prevention. For more information, visit [www.calendow.org](http://www.calendow.org).

## KAISER PERMANENTE

Kaiser Permanente is committed to helping shape the future of health care and improving the health of the communities it serves. It is recognized as one of America's leading health care providers and not-for-profit health plans. Through its Community Health Initiatives and Thriving Schools efforts, Kaiser supports community-based prevention strategies that increase access to healthy food and opportunities for physical activity in schools, neighborhoods and workplaces. These initiatives complement the organization's focus and leadership in the area of clinical prevention and Total Health. For more information, visit [www.kp.org/communitybenefit](http://www.kp.org/communitybenefit).

## NEMOURS

Nemours is one of the nation's largest children's health systems, with clinical operations in four states as well as community-based prevention, research, education, and advocacy programs. Nationally, Nemours' goals are to promote programs and strategies, shape policy and contribute knowledge that will improve child health outcomes. Nemours joins the Let's Move! campaign and other national organizations in advancing an agenda to



prevent childhood obesity. In partnership with the Let's Move! Child Care program, Nemours created and hosts a website ([www.HealthyKidsHealthyFuture.org](http://www.HealthyKidsHealthyFuture.org)) that advocates a five-step commitment by childcare providers to improve the health environment of facilities. For more information, visit [www.Nemours.org](http://www.Nemours.org).

## ROBERT WOOD JOHNSON FOUNDATION

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation's largest philanthropy devoted exclusively to health and health care, RWJF works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, measurable and timely change. In 2007, RWJF committed \$500 million toward its goal of reversing the childhood obesity epidemic by 2015. For more information, visit [www.rwjf.org](http://www.rwjf.org).

## W.K. KELLOGG FOUNDATION

The W.K. Kellogg Foundation (WKKF), founded in 1930 by breakfast cereal pioneer Will Keith Kellogg, is among the largest philanthropic foundations in the United States. Based in Battle Creek, Mich., WKKF engages with communities in priority places across the country and internationally to create conditions that propel vulnerable children to realize their full potential in school, work and life. For more information, visit [www.wkkf.org](http://www.wkkf.org).



## STATEMENT OF FINANCIAL POSITION

The Partnership for a Healthier America is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. PHA changed its fiscal year to end on June 30th and the change was effective with the half year ended June 30, 2013. Below is the activity for the most recent full year ended December 31, 2012 and half year ended June 30, 2013.

- **PHA's expenses are concentrated in programs, including the Summit. Only 13% of PHA's expenses are dedicated to the administrative functions.**
- **The Statement of Financial Position demonstrates PHA's strong resources held mostly as cash and some receivables. Most of these assets are restricted for future program use.**
- **PHA's activities for the half year show the organization's continued growth, as compared to twelve months of activities as of December 31, 2012.**

## PARTNERS EMERITUS

Private sector organizations that have in previous years completed commitments to the Partnership for a Healthier America:

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

ChildObesity180

Share Our Strength

United States Olympic Committee, in collaboration with:

United States Field Hockey Association

United States Olympians Association

United States Tennis Association Incorporated

U.S. Paralympics

U.S. Soccer Foundation

USA BMX

USA Cycling

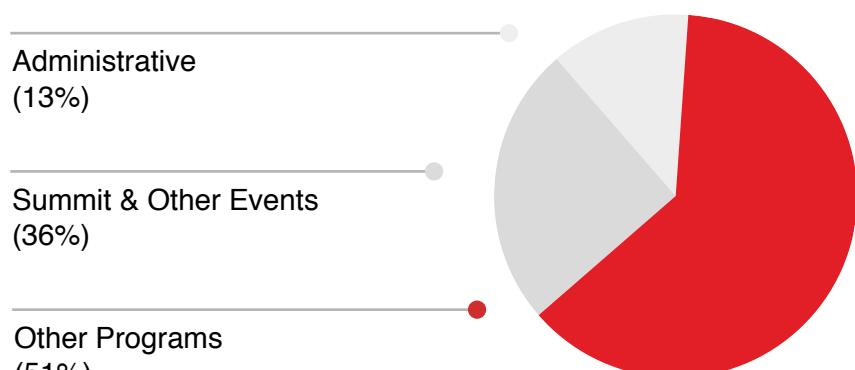
USA Gymnastics

USA Swimming

USA Track & Field, Inc.

USA Volleyball

### FUNCTIONAL EXPENSES AS OF JUNE 30, 2013



Condensed Statement of Activities		
	Full Year 12/31/2012	Half Year 6/30/2013
Total Revenue and Support	3,922,772	3,146,903
Total Expenses	3,638,065	2,741,053
Change in Net Assets	284,707	405,850
Net Assets at Beginning of Year	4,256,635	4,541,342
Net Assets at End of Year	4,541,342	4,947,192

Condensed Statement of Financial Position	
	6/30/2013
Assets	5,310,683
Liabilities	363,491
Net Assets	4,947,192
Total Liabilities & Net Assets	5,310,683

<sup>1</sup> Based on audited statements as of December 31, 2012 and June 30, 2013



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