



PARTNERSHIP FOR A HEALTHIER AMERICA

*MAKING THE HEALTHY CHOICE THE
EASY CHOICE*

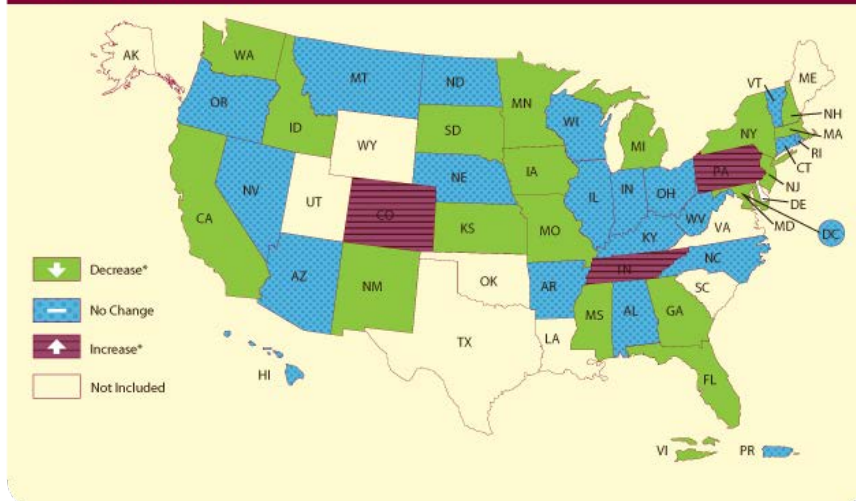


If trends continue, today's children could be the first generation to live shorter lives than their parents...

- 1 in 3 children and adolescents in this country are overweight or obese.
- More than 2 in 3 adults are overweight or obese.
- 9 million 17-24 year olds are too overweight to serve in the military.
- 1 in 3 children born in year 2000 will develop diabetes in their lifetime.

CHILDHOOD OBESITY: PROGRESS

Many states and US territories are showing decreases in childhood obesity



SOURCE: Pediatric Nutrition Surveillance System

- Obesity rates among low-income preschoolers are showing slight declines in 18 states
- Just this year, we learned obesity rates for kids 2 to 5 years old dropped 43%

The New York Times

Finally, Some Optimism About Obesity



THE WALL STREET JOURNAL.
U.S. Childhood Obesity Rates Fall 40% in Decade

Study Shows the Obesity in Young Children Is Declining but on the Rise Among Teens

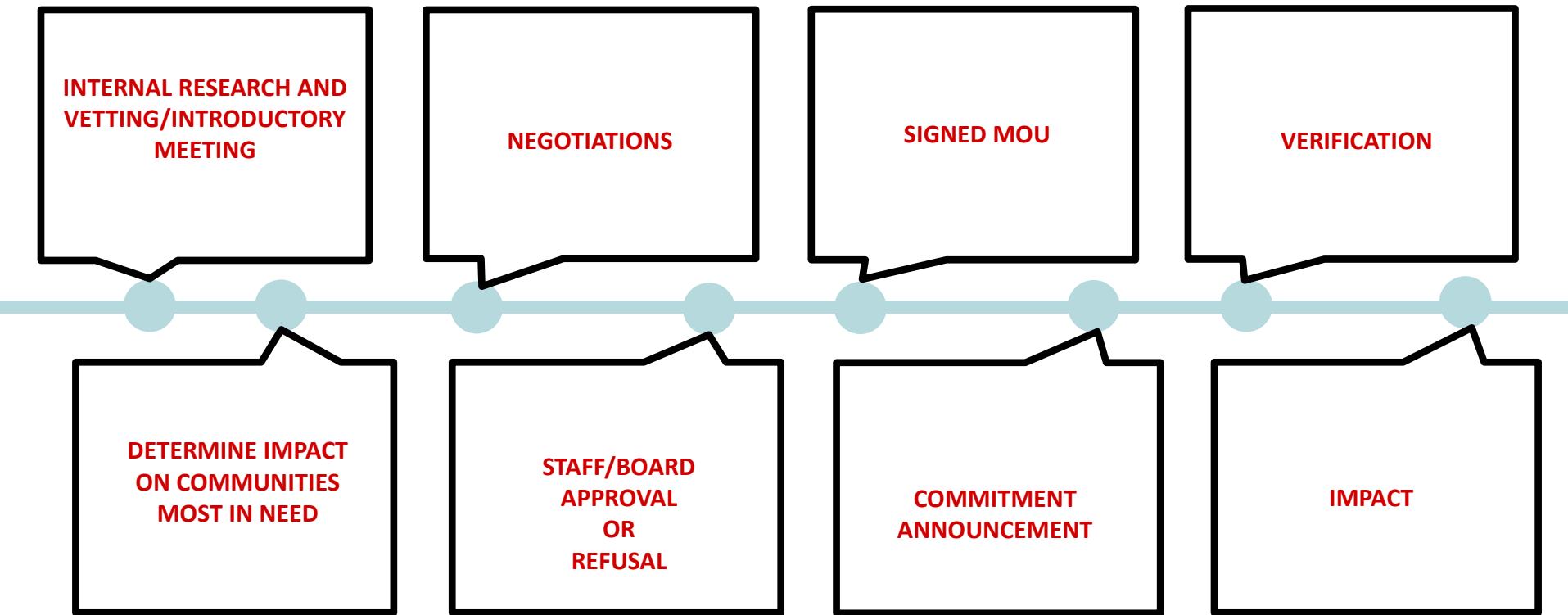
CDC: Childhood obesity rates falling in many states

RIGOROUS COMMITMENTS

A smiling child with blonde hair is holding up a head of broccoli in their right hand and a zucchini in their left hand. The background is a solid yellow color. The child's face is partially visible at the bottom of the frame.

- ☐ PHA meets with approximately 10 companies for every one that results in a commitment
- ☐ Significant business impact
- ☐ Requirements for signed contracts
- ☐ Requirements for meaningful change
- ☐ Public accountability/publication of progress
- ☐ Third-party, outside verification

HOW DO WE DEVELOP COMMITMENTS?



Our more than 150 private sector partners are making the healthy choice the easy choice for American families.

- Healthy Food Access



Walgreens

*KLEIN'S
ShopRite®*



ShopRite



the **fresh** grocer®



*Kwik
TRIP™*

Our more than 150 private sector partners are making the healthy choice the easy choice for American families.

- Healthy Food Access
- Community Engagement



Linked in Friendship, Connected in Service



Our more than 150 private sector partners are making the healthy choice the easy choice for American families.

- Healthy Food Access
- Community Engagement
- Health Care



PHA AREAS OF FOCUS

Our more than 150 private sector partners are making the healthy choice the easy choice for American families.

- Healthy Food Access
- Community Engagement
- Health Care
- Early Childhood & Out-Of-School Time



The **Knowledge Universe**® Family of Brands



**National Recreation
and Park Association**



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Our more than 150 private sector partners are making the healthy choice the easy choice for American families.

- Healthy Food Access
- Community Engagement
- Health Care
- Early Childhood & Out-Of-School Time
- Healthier Marketplace



PHA COMMITMENTS: HOSPITAL HEALTHY FOOD INITIATIVE

Our more than 150 private sector partners are making the healthy choice the easy choice for American families.



- Healthy Food Access
- Community Engagement
- Health Care
- Early Childhood & Out-Of-School Time
- Healthier Marketplace
- Hospitals



Indiana University Health



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- Healthy Food Access
- Community Engagement
- Health Care
- Early Childhood & Out-Of-School Time
- Healthier Marketplace
- Hospitals
- Campuses



SAINT LOUIS
UNIVERSITY



UCLA Healthy Campus Initiative:
Envisioned and supported by
Jane and Terry Semel



NC STATE UNIVERSITY

PARTNERSHIP FOR A HEALTHIER AMERICA ARIZONA STATE UNIVERSITY

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- Healthy Food Access
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- Health Care
- Early Childhood & Out-Of-School Time
- Healthier Marketplace
- Hospitals
- Campuses
- Housing Developers



U R B A N



V E N T U R E S



V I T U S
COMMUNITIES OF
OPPORTUNITY™

PHA COMMITMENTS: PHYSICAL ACTIVITY

Our more than 150 private sector partners are making the healthy choice the easy choice for American families.

- Healthy Food Access
- Community Engagement
- Health Care
- Early Childhood & Out-Of-School Time
- Healthier Marketplace
- Hospitals
- Campuses
- Housing Developers
- Physical Activity



Mercedes-Benz

Reebok



KAISER PERMANENTE®



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Nearly 1 million in childcare settings are expected to be reached when PHA commitments are fulfilled in 2017

As part of their commitment to PHA, childcare centers are:

- Serving fruits and/or vegetables and healthier beverages at every meal and snack
- Encouraging family-style eating whenever possible
- Providing at least one hour of physical activity a day
- Limiting screen time



The Knowledge Universe® Family of Brands

- Reformulating thousands of everyday packaged food items
- Making healthier choices more affordable
- Developing strong criteria for a simple front-of-package seal
- Providing solutions to address food deserts by building stores
- Increasing charitable support for nutrition programs

→ **IMPACT:** Serves 140 million Americans
Weekly

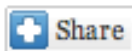
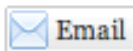


Los Angeles Times

Obama holds up first lady's efforts as a model for policy action

In the State of the Union speech, he promised the West Wing would take a page from the East Wing's playbook in getting things done without legislation. It's a shift in strategy.

February 02, 2014 | By Kathleen Hennessey



WASHINGTON — As President Obama looks to show off all he can do without Congress, he's been pointing to a surprising place for guidance on the savvy use of power: the other side of the White House.

In public and private, the president has been holding up Michelle Obama's initiatives in the East Wing as a template for how the West Wing could accomplish a policy agenda the non-legislative way. He has called his wife's team a model for what's possible, and, in his State of the Union address last week, he said, "As usual, our first lady sets a good example."



First Lady Michelle Obama visits a Subway in Washington to praise the chain's... (Olivier Douliery / Abaca...)

NIKE COMMITMENT





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PARTNERSHIP FOR A
**HEALTHIER
AMERICA**



1. Clarity of metrics
2. Profitability equals sustainability
3. Common understanding of accountability process
4. Support from executive leadership