



WEBINAR

FROM HEALTHY COMMUNITIES TO SCHOOL NUTRITION: A COMPANY'S COMMITMENT TO ITS COMMUNITY

WHEN:

December 8, 2021 | 11:30am-12:30pm EDT

Join us to hear Kim Fortunato, Nancy Easton and Curt Ellis share lessons from a decade-long Campbell Soup Company partnership in Camden, NJ, aimed at improving nutrition and childhood obesity.

JOIN THE WEBINAR*

https://nasem.zoom.us/webinar/register/WN_dJg9EhMwR4yO3NGLLa_A2Q

ABOUT THE COLLABORATIVE**

Mission: To catalyze and facilitate private sector partnerships and actions of business, health, community, and public sectors to work together to enhance the lives of workers and communities by improving the nation's health and wealth.

Vision: To create an active space where participants feel compelled to contribute to a transformational effort that makes powerful and measurable impact on business success, societal value and improves population health.

*NOTICE: The Zoom service allows audio and any materials exchanged or viewed during the session to be recorded and shared. Please be aware that by participating in this activity, you consent to your voice, likeness, and any materials you provide, being recorded for use and dissemination, without payment of any compensation for such use, in any language, format, or media now known or later devised, and you release the National Academies of Sciences, Engineering, and Medicine from any and all claims, liability, or damages arising from any such use. The Academies will proceed in reliance upon such consent and release. If you do not consent to the foregoing, please do not join the session.

SPEAKERS

Kim Fortunato

Campbell Soup Company

Nancy Easton

Wellness in the Schools

Curt Ellis

FoodCorps

MODERATORS

Robert McLellan

Dartmouth Institute

Meg Guerin-Calvert

FTI Consulting

PLEASE SHARE WITH
YOUR NETWORKS

BIOSKETCHES

Kim Fremont Fortunato, JD, Kim Fremont Fortunato was named Vice President-Community Affairs in 2020, and she is also President-Campbell Soup Foundation. She reports to Anthony Sanzio, Senior Vice President-Communications and Public Affairs.

Kim is responsible for Campbell's community affairs strategy and program, including employee volunteerism, Campbell's signature Full Futures program, the Campbell Soup Foundation (for which she is the first female leader), and enterprise-wide expansion of community affairs strategies. She partners with other Campbell leaders to drive alignment and accountability across the company's Environmental Social Governance (ESG) commitments.

Kim joined Campbell in 2010 as Director of Campbell's Healthy Communities, the first position of its kind for a food company. This \$10 million, 10-year initiative laid the foundation for Full Futures, the company's \$5 million, five-year effort launched in 2021 and designed to foster a school nutrition environment that ensures all students are well-nourished and ready to thrive. This collective impact approach is focused on creating shared value within Campbell communities and beyond.

Kim began her career as a lawyer and later served as President of Operation Warm, Inc. She also co-founded Social Venture Partners - Delaware, a venture philanthropy organization focused on investments in early childhood education for at-risk children. She earned her B.A. degree in French and comparative literature from Duke University, and her J.D. degree from Widener University School of Law.

Kim speaks nationally on the role of the private sector in public/private partnerships employing a collective impact approach. In December 2015, the National Academy of Medicine published her report on "The Private-Sector Role in Building Healthy Communities: A Collective Impact Approach," and in 2018, the School of Public Health at Harvard University featured Campbell's Healthy Communities program as part of an online course: <https://youtu.be/BUB-N3DNHAg>.

Kim serves as Director for the New Jersey Preventive Health Advisory Committee, Former Director Soulfull Corp, Director, East Side Charter School, and member of the Google Food Lab.

In 2015, Kim received the first "Culture of Health Champion" award, in the "Business" category from the Robert Wood Johnson Foundation. In 2016 she received the March of Dimes Roosevelt Award for Service to Humanity, and in 2019 she received the HopeWorks HopeBuilder award for building hope and opportunity in Camden, N.J.

Nancy E. Easton Executive Director and Founder, Wellness in the Schools, Nancy Easton is the Executive Director and Founder of Wellness in the Schools (WITS), a national nonprofit with the bold vision to eliminate obesity related illnesses that begin in childhood.

Through meaningful public-private partnerships, WITS empowers schools to provide healthy, scratch-cooked meals, active recess periods, and fitness and nutrition education. As an entrepreneurial leader, Nancy has led the growth of WITS into an organization that has cooked more than 11 million school meals and led more than 54,000 hours of play. She is a regular commentator and speaker on school food and child wellness and was honored by First Lady Michelle Obama at the launch of Chefs Move! to Schools,

named a Food Revolution Hero by acclaimed chef-food activist Jamie Oliver, and recognized by Ann Cooper, the “Renegade Lunch Lady,” for her dedication to school lunch reform.

She was recently named one of the 2020 Top Women in Metro New York Foodservice & Hospitality. Before founding WITS, Nancy was a teacher and school leader with the New York City Department of Education. She holds a school administration certificate from Fordham University, a master’s from Bank Street College of Education, and a bachelor’s from Princeton University, where she was a three-sport athlete. Nancy and her family live in New York City.

Curt Ellis, Co-Founder & CEO of FoodCorps, is recognized as a leading voice in the movement toward a more just, healthful, and sustainable food system. After growing up in Oregon and finding his passion for food and agriculture at The Mountain School and Yale, Curt moved to Iowa to investigate the role of subsidized commodities in the American fast-food nation. The film he co-created there, *King Corn*, received a national theatrical release and PBS broadcast, shaped policy debate about the Farm Bill, and earned a Peabody Award. Since 2009, Curt has been busy leading FoodCorps, a national organization that works at the intersection of food justice and education equity to create a future where every school is a healthy school and every child gets the nourishment they need to thrive.

Curt has been recognized as a Draper Richards Kaplan Fellow, a Claneil Foundation Emerging Leader, a Kellogg Food and Community Fellow, a New Profit Social Entrepreneur, a recipient of the Heinz Award, Pearl Award, and GQ Leader Award. He has appeared on ABC, CBS, NBC, and NPR, and serves on the steering committee of Voices for National Service, and the Boards of Springboard Collaborative and GreenWave.

*** The Action Collaborative on Business Engagement in Building Healthy Communities is an ad hoc activity associated with the National Academies of Sciences, Engineering, and Medicine’s Roundtable on Population Health Improvement. The Collaborative is a flexible and action-oriented group that welcome all interested organizations and individuals. Any activities and products associated with the collaborative do not necessarily represent the views of any one organization, the Roundtable, or the National Academies and have not been subjected to the review procedures of, nor are they reports, products, or activities of the National Academies.*