

HWCF Partners With Media Companies in Website Launches

By CAROL ANGRISANI

WASHINGTON — The Healthy Weight Commitment Foundation has partnered media companies Discovery Education and the Meredith Corp. for the launch of two websites that address healthy lifestyles in schools and home. A third website focuses on healthy living in the workplace.

The HWCF/Meredith website, www.parents.com/hwcf, helps moms make healthy decisions for their families. The HWCF/Discovery site, www.energybalance101.com, gives educators tools to help students with healthy food choices, eating tips and physical activities.

“People today wear so many different hats, from employee to mom to other roles,” HWCF’s executive director, Lisa Gable, told SN. “We wanted to cross-pollinate the information so that no matter which hat

they’re wearing, they can get the necessary health information.”

Formed in October 2009, the HWCF is a food and beverage industry coalition whose objective is to reduce obesity, especially in children aged 6 to 11, by 2015. The foundation is made up of 80 retailers and manufacturers, and sporting goods, insurance, restaurant and trade associations. Members have committed \$20 million to the effort.

The HWCF is also launching a third website — YourWellnessAdvantage.com — with the National Business Group on Health. YourWellnessAdvantage.com will actively motivate employers to make it a priority to encourage health consciousness in their workplaces and healthy living among their employees, with a strong focus on reducing obesity.