

**HEALTHY
WEIGHT
COMMITMENT**
FOUNDATION™

Partnership Packet

HEALTHY WEIGHT COMMITMENT FOUNDATION™

In October 2009, the Healthy Weight Commitment Foundation (HWCF), in a CEO-led effort, launched a national, multi-year initiative to help reduce obesity – especially childhood obesity – by 2015. HWCF is an unprecedented partnership that brings together over 190 retailers, food and beverage manufacturers, sporting goods and insurance companies, restaurants, professional athletes, trade associations, a professional sports organization, NGOs and the U.S. Army. HWCF wants to help consumers lead active, healthy lives by making energy balance – calories in balanced with calories out – a daily habit. We are pursuing this goal by encouraging access and opportunities for physical activity and healthier nutrition options and by raising the awareness of the need for energy balance – in the marketplace, the workplace and schools.

Healthy Weight Commitment Foundation Members



Call to Action

We are seeking partners who will collaborate to promote the adoption of initiatives and policies that help people achieve a healthy weight through energy balance by eating a healthy diet and increasing physical activity.

Background

One of the most significant global public health challenges facing us today is the rise of obesity, particularly childhood obesity, and the need to identify and implement effective strategies to reverse this trend. Manufacturers and retailers in the food and beverage industry traditionally have played an active role in helping to address critical public health issues and we have been actively engaged in efforts to reduce obesity, particularly childhood obesity, in the U.S. and globally.

Over the past several years the industry has undertaken a range of efforts focused on:

- Transforming products, labeling, packaging and advertising and marketing
- Promoting healthy lifestyle habits
- Encouraging and supporting efforts by others.

While these efforts have made a positive contribution, we believe more is required. Many promising strategies have been identified but progress on reversing obesity trends has been slow.

The food and beverage industry leaders—both manufacturers and retailers—came together motivated by the beliefs that our industry could and should be doing more and that we should provide the leadership to convince others to do more as well.

The result of that conviction is the Healthy Weight Commitment Foundation (HWCF), a comprehensive, integrated and common sense approach to bring the concept of energy balance within the context of an active, healthy lifestyle, to life in the marketplace, schools and the workplace. We think that the HWCF has potential, if adopted at scale, to accelerate societal changes needed to reduce obesity and improve the health of consumers. While the HWCF is focused currently on the U.S., it is serving as a model for industry initiative in other countries.

- The HWCF seeks to raise awareness and motivate action—at the community level as well as among state and federal policymakers.
- In the short term, the HWCF will demonstrate a “proof of concept” based on a combination of nation-wide company action, piloted community action and promotion of the best of class programs of our partners.
- Longer term, we will use the evidence documented—particularly in the piloted communities—to convince government, local communities and the broader private and non-profit sectors to invest in this approach nationwide.

We have a unique capability to take a leadership role in the development and promotion of new, innovative solutions and establishing a healthy weight movement. By undertaking these specific actions and engaging a wide range of essential stakeholders including other industries, governments, academia, health and non-profit groups, we hope to accelerate changes that will help consumers develop habits to achieve energy balance at a healthy weight.

Actions We are Taking

Helping Parents, Families and Schools Create Active, Healthy Lifestyles

Empowering Parents and Families At Home: Together Counts™ Together Counts is a nationwide program that encourages families to eat meals together and engage in physical activities together to help counter obesity and promote good health. Families are provided with tools to track their progress and compare them with the results in their communities and across America. The program also offers rewards and incentives to provide positive reinforcement. The **Together Counts** website (www.togethercounts.com) provides families with tips and advice that fuel participation, and a mobile app gives participants access to log and track their progress anywhere. The **Together Counts** program advances the goal of energy balance by drawing on the strength of families and has reached over 65M consumers through partner support of the program.

HWCF is providing more options to families. We joined an initiative with First Lady Michelle Obama and the Partnership for a Healthier America, of which she is honorary chair. Together on May 17, 2010, HWCF manufacturing members pledged to reduce annual calories by 1.5 trillion in the marketplace by the end of 2015, and sustain it at that level. As an interim goal, they will seek to reduce calories by 1 trillion by the end of 2012. Participating companies are pursuing this calorie-reduction by developing and introducing lower-calorie options, changing recipes where possible to lower the calorie content of current products, or reducing portion sizes of existing single-serve products. An independent evaluation will be conducted by the Robert Wood Johnson Foundation. .

Creating Healthy Habits in Schools: Based on findings from the Healthy Schools Partnership program conducted in Kansas City and Des Moines, HWCF launched Energy Balance 101 through an alliance with Discovery Education. The alliance leverages Discovery's reach, credibility and deep relationships with elementary schools and allows HWCF to deliver an Energy Balance curriculum online to over 50 percent of elementary schools in the US and over 1 million teachers. The Energy Balance 101 curriculum was developed in conjunction with Discovery Education, the National Association of Sport and Physical Education and registered pediatric dietitians.

This comprehensive student engagement program presented by HWCF and Discovery Education at www.energybalance101.com leverages Discovery Education's communications expertise and demonstrated ability to provide educators with useful tools to help their students. Energy Balance 101 provides powerful rewards, incentives and tool kits to schools striving to reach higher levels of certification in the USDA HealthierUS Schools Challenge as well as tools for school nurses and health professionals. Discovery Education, a division of Discovery Communications, whose networks include Discovery Channel, Science Channel and Animal Planet, combines proven digital media and a dynamic user community to empower teachers to improve student achievement.

HWCF has also joined with the American Dietetic Association Foundation, Playworks Systems and the University of California at Berkeley to introduce Energy Balance for Kids, or EB4Kids. EB4Kids is conducting and evaluating a comprehensive two-year school-based energy balance program for students in grades 3-5.

The trial program is currently being conducted in schools in Oakland and Berkeley, California and is working to advance the characteristics leading to reduced obesity levels, including nutrition education and increasing opportunities for physical activity in schools. The goal is to create an environment that promotes energy balance and active family and stakeholder involvement.

Helping Moms and Dads at Work: HWCF reaches out to employers and employees, beginning with the Foundation's member companies who represent more than one million employees. In 2010 and 2011, member companies completed a scorecard based on metrics developed by the National Business Group on Health. Each year, their workplace wellness programs are evaluated and the aggregated results are reported publicly.

In addition, HWCF developed a website – YourWellnessAdvantage.com – with the National Business Group on Health which supports small and midsize companies. YourWellnessAdvantage actively motivates employers to make it a priority to encourage health consciousness in their workplaces and active, healthy living among their employees, with a strong focus on reducing obesity. The site serves as an exchange enabling businesses to take advantage of wellness programs provided by local retailers and other organizations.

The Healthy Weight Commitment Foundation is pleased to have served as a catalyst to organize and assess the results of these best of class programs. In 2012, we will be transitioning the workplace wellness pillar back to NBGH for industry coordination and assessment. Soon we will announce the transition of Your Wellness Advantage to another industry partner. Through this process, we will continue to assist the food and beverage industry as it strives to be best of class in the workplace environment but we will be able to better align our resources to support our key areas of competency in the home and schools.

All HWCF websites are free and provides open source content which is accessible to all.

Measuring Our Progress

Each of the Healthy Weight Commitment Foundation focus areas – the marketplace, the workplace and schools - will be evaluated by an independent evaluator.



Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation (RWJF) will support an independent evaluation of the HWCF activities in the marketplace. RWJF has funded an independent group of scientists to define metrics that will be used to track progress and assess the overall impact of the marketplace effort. The resulting evaluation reports will be released publicly.



The National Business Group on Health has created standardized metrics. These metrics allowed us to measure our impact in multiple ways, including our ability to: foster and maintain a healthy culture, offer the best range and type of resources and tools feasible in a particular workplace, and gain significant levels of employee participation and satisfaction. Best practices are shared with other employers so they may be replicated and the 2010 and 2011 reports can be found on HWCF's website.

The University of California, Berkeley Center for Weight and Health evaluated the progress of the Healthy Schools Partnership in its pilot communities over a three-year period. Progress was measured by student knowledge, attitudes and behavior regarding energy balance; impact of the program on fitness scores and BMI measures; improved food choice behavior; and increased physical activity.

UC Berkeley Center for Weight and Health is now conducting an evaluation in six schools in Berkeley and Oakland, California on Energy Balance 4 Kids with Play. Energy Balance 4 Kids with Play partners a registered dietitian nutrition coach with a Playworks coach. The study will be completed over a two year period.

Partners

We work closely with our partners to promote the importance of energy balance. Some of our partners include the U.S. Army, CATCH, Discovery Education, National Council of LaRaza, the PGA of America, Outdoor Foundation, 'nPLAY, the American Dietetic Association Foundation, Girl Scouts of the USA, the National Wildlife Federation, PE4life, Paul Pierce's Truth on Health, the W.K. Kellogg Foundation and professional athletes and sports groups. (A full listing of our ever growing partner list is noted at the end of the document.)

Supporting Elements

- **Web:** www.healthyweightcommit.org

This dynamic Web site serves as the information hub for the Healthy Weight Commitment Foundation to promote our plan of action, showcase the marketplace, schools and workplace initiatives (or programs) and connects audiences with tools and resource.

www.TogetherCounts.com

This interactive site encourages families to take a pledge to eat meals and engage in activities as a family. It allows families to track their progress and encourages positive competition where everyone wins!

www.EnergyBalance101.com

Energy Balance 101 is powered by Discovery Education and provides free online resources, curriculum, tool kits, tips and much more for families, communities and educators.

www.YourWellnessAdvantage.com

This site provides turnkey solutions to companies and organizations seeking to establish their own workplace wellness program. A service locator is also provided so companies can find resources in their area.

- **GMA Advertising Principles**

Companies will abide by "Principles for Advertising" adopted in 2004 by the GMA Board of Directors and by the Board of the CIAA (GMA's EU counterpart).

- **Advocacy**

HWCF will advocate for policies that are relevant to the marketplace, workplace and schools initiatives.

- **Metrics**

HWCF will measure progress against specific metrics.

Frequently Asked Questions:

What is the cost of participating?

- Membership dues are based on the size of the company and the industry sector.
- Some companies made significant additional investments in order to launch the program.

Can an association or member organization join the Healthy Weight Commitment Foundation?

- We welcome associations as members. There are no association dues; however, associations are encouraged to recruit an appropriate level of dues paying members.

Can a non profit, non governmental organization or a government entity join the Healthy Weight Commitment Foundation?

- We are actively recruiting Associate Members and Channel Partners who support the concept of energy balance in their communications and programs.
- There are no dues required for non government or non profit members; however, they are required to fill out an Associate Member or Channel Partner Commitment.

What are the resources required to participate?

(Personnel and CEO time)

- The Healthy Weight Commitment Foundation is a CEO-led initiative. We are governed by a CEO level Board of Directors. A member company can ask to nominate their CEO for future board consideration; however, participation on the board is not a requirement of membership.
- Executive level involvement will at times be requested for senior executive working groups.
- Based on your interest, we also welcome participation of your CMO, marketing/communications executives, human resource executives and chief scientists/researchers in specific working groups.

What is the legal structure of the Healthy Weight Commitment Foundation?

- The Healthy Weight Commitment Foundation has 501(c)(3) tax exempt status.

Do you have support of elected officials?

- We have maintained conversations with Obama Administration officials, members of Congress, governors and other elected leaders about our efforts. We were pleased to have a number of endorsements by elected officials at our launch. We continue to build support for our efforts with a particular focus on the local and state level and continue to be supportive of the First Lady's "Let's Move" campaign. In May 2010, at the White House with First Lady Michelle Obama, we announced a partnership with the Partnership for a Healthier America, the foundation running the Let's Move! Campaign and has the First Lady as its honorary chair. HWCF also has an MOU with the U.S. Army and is working closely with USDA on our support of the HealthierUS Schools Challenge. HWCF also partners with the President's Council on Fitness, Sports & Nutrition and The National Fitness Foundation.

Are there companies outside of the food and beverage companies and retailers involved with the effort?

- Currently, we have over -190 retailers, food and beverage manufacturers, sporting goods and insurance companies, restaurants, professional athletes, trade associations, a professional sports organization, NGOs and the U.S. Army involved in the program. We are reaching out to companies across all sectors. Suggestions and introductions are welcome.

How do I obtain additional research on the rise of obesity in America?

- Fact sheets can be found at: <http://www.healthyweightcommit.org/news>

How do I join?

Please contact:

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**HEALTHY
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HWCF Members (as of October 2011)

- o 100 Black Men of America
- o 6KidsNFit
- o A Chance to Heal Foundation
- o ACTIVE Life
- o ActivityTree.com
- o Allrecipes.com
- o American Council for Fitness and Nutrition Foundation
- o American Dietetic Association Foundation
- o American Logistics Assn.
- o American Wholesale Markets Association
- o America's Backyard
- o ANNIKA
- o Anytime Fitness
- o Armed Services YMCA
- o Ashley Shaffer, Miss New Jersey
- o Asian Food Solutions
- o Association of Junior Leagues International
- o Baby Goes Pro
- o Be Active Florida
- o Better Bowls
- o Bio Vittoria Limited
- o BodyWorks
- o Brookshire Grocery Company
- o Bumble Bee Foods, LLC
- o Business Civic Leadership Center
- o California Fresh Fundraisers LLC
- o Campbell Soup Company
- o CATCH
- o Charles the Chef
- o Communities in Schools of Kansas, Inc.
- o Common Threads
- o ConAgra Foods
- o Core Wellness Life Coaching LLC
- o CrispTek
- o Crunchfuls
- o DailyBurn
- o DailyFeats
- o Darden Restaurants
- o Discovery Education
- o Dish with Eileen
- o Doctors Direct Healthcare
- o Dream Dinners
- o engageSimply
- o Exercise is Medicine
- o Exergame Fitness
- o eXtension
- o Festival Foods (Minnesota)
- o Fields of Dreams
- o FitCity, a division of Learning Well, Inc.
- o Florida Hospital for Children
- o FoodCALC
- o Food City
- o Food Marketing Institute
- o George Foreman Cooking
- o General Mills, Inc.
- o Gen YOUth Foundation
- o GetSweaty
- o Girl Scouts of the USA
- o Gladson
- o Global Dairy Platform
- o Good Sports
- o Grains for Health Foundation
- o Grocery Manufacturers Association
- o Growums
- o Harris Teeter, Inc.
- o Hartley Brand (H & H Products Co.)
- o Hattie Mae and Pals Foundation
- o Health-E-tips and JAM School Program
- o Healthcorps (Health + Healing Network)
- o Healthy Dining Finder
- o Healthy Kids Concepts
- o Healthy Lifestyle Choices
- o HOPSports
- o HOSA
- o Hy-Vee, Inc.
- o IFIC Foundation
- o IGA, Inc.
- o ILSI Research Foundation
- o Institute of Food Technologies
- o International Dairy Foods Association
- o iThriveForLife
- o James Beard Foundation
- o Jax Markets
- o Kellogg Company
- o Kidney Wise & Wise Communities
- o Kokkerelli & The Kids University for Cooking Foundation
- o KoreFit
- o Kraft Foods Inc.
- o Len Saunders
- o LinkWell Health, Inc.
- o Mars, Incorporated
- o Martin's Supermarkets
- o McCain Foods
- o McCormick & Company, Inc.
- o Melaina Shipwash, Miss Colorado
- o MEND
- o Menu-Masters
- o Milk Processor Education Program
- o MindStream Educational Foundation
- o National Association for Sport & Physical Education
- o National Business Group on Health (channel partner on Your Wellness Advantage portal)
- o National Confectioners Association
- o National Council of LaRaza (NCLR)
- o National Frozen and Refrigerated Foods Association
- o National Hypertension Association
- o National Wildlife Federation
- o Nestlé USA
- o NFL Play 60
- o 'nPLAY
- o N Street Village
- o NutraIngredients & Weight Management Virtual Conference
- o Nutralife
- o One Economy Corporation
- o Our Park Place
- o Outdoor Foundation
- o PALA
- o Passport to Health
- o Paul Pierce's The Truth on Health
- o PE4life
- o Peaceful Playgrounds
- o PepsiCo Foundation
- o PepsiCo, Inc.
- o Pink Lady America LLC
- o Playworld Systems
- o Price Chopper
- o Prince William Trails and Streams Coalition
- o Prodigy Diabetes Care, LLC
- o Produce for Better Health Foundation
- o PureCircle Limited
- o Rails-to-Trails Conservancy
- o Ralston Foods/Post Foods, LLC (Ralcorp Holdings, Inc.)
- o Redner's Markets, Inc.
- o Road Runners Club of America
- o Sara Lee Corporation
- o Scelta Mushrooms
- o Schnuck Markets, Inc.
- o Shannon Miller Lifestyle: Health & Fitness for Women
- o Shop Rite of Hunterdon Co., Inc.
- o Skogen's Festival Foods
- o Skyland Foods
- o Snack Foods Association
- o Southern Food and Beverage Museum
- o SPARK
- o SparkPeople.com
- o Sports Authority
- o Sweat Equity Network
- o Tate & Lyle
- o The Balancing Act
- o The Coca-Cola Company
- o The Hershey Company
- o The J.M. Smucker Company
- o The Kitchen Cabinet
- o THE MMethod
- o The National Activity Plan
- o The National Recreation and Park Association
- o The National Theatre for Children
- o The NoOodle Company
- o The OASIS Institute
- o The OrganWise Guys Incorporated
- o The PGA of American (The Professional Golfers' Association of America)
- o Tommy the Tomato
- o TOPS Club, Inc.
- o TriWest Healthcare Alliance
- o Unilever
- o United for DC

- United Supermarkets, Ltd
- United Way Worldwide
- U.S. Anti-Doping Agency
- U.S. Army
- U.S. Chamber of Commerce
- U.S. Professional Tennis Association
- (Tennis for the Health of It)
- U.S. Soccer Foundation
- USA Rugby
- Virginia Foundation for Healthy Youth
- Virgin Health Miles
- Vive en Forma
- VoiceRx, Inc.
- Wakefern Food Corporation
- W. K. Kellogg Foundation
- WalkStyles, Inc.
- Weight Management 2010
- Women Impacting Public Policy
- Women's Sports Foundation
- YMCA of Greater Richmond
- YMCA of Metropolitan Washington
- YoMagination
- Youth Movement

Advisors

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