Since 2009, the Healthy Weight Commitment Foundation (HWCF) has served as a leader in the development and execution of innovative initiatives that empower individuals – especially children – to achieve and maintain healthy lifestyles.

Helping more children and their families make healthy decisions that become healthy habits for life on an ongoing basis was our top priority this year, so we worked with our members and partners to expand our reach and impact. From our newly updated, award-winning Together Counts™ school curriculum to our expanded effort in Latin America, the programs and progress outlined in this report were made possible because of a shared vision of healthier people, healthier communities and ultimately a healthier world.

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BY THE NUMBERS

3.2B ➞ Cumulative Consumer Reach*
39.8M ➞ U.S. Students Engaged in the Curriculum, Reaching ½ of U.S. Pre-K–5 Student Population
3.5M ➞ Total Unique Website Visits
363K ➞ Facebook Fans
300+ ➞ Active Corporate and Nonprofit Members
15,400 ➞ Students Engaged in Juntos Contamos Curriculum in Colombia and Mexico

*Includes impressions for Together Counts™ U.S., Australia, Colombia and Mexico through October 2016
REACHING THOSE WITH THE GREATEST NEED TOGETHER

Passion and success are contagious. So is learning. That is why we seek out and partner with like-minded, motivated organizations that are dedicated to a healthier future. In 2016, we extended our partnerships with internationally recognized not-for-profit organizations to identify, support and promote innovative health and wellness programs in hundreds of communities across the country. Those partnerships – with National Parent Teacher Association, Special Olympics International and National 4-H Council – allowed us to reach more than 30 million additional children with healthy lifestyle curriculum, tools and information that positions them for long-term success.

534K Healthy Playground Makeover Sweepstakes Entries, 66% from Title 1 Schools

Designed to encourage students to live active and healthy lives, the Healthy Playground Makeover Sweepstakes (HPMS) campaign aims to increase the impact of health and wellness programs both in and out of school. “Our playground has not been updated in nearly 25 years, and finding funding has been an unreachable wish,” said Kristi Giste, teacher, Woodland Elementary School. “This structure will provide exciting ways to be active at school and build momentum for daily exercise. Healthy and happy kids, that’s what this win is all about.”

Supporting low-income schools is important to us. This year, our two grand prize winners were Title I schools. Each received a $30,000 grant and a new Unity Dome Playground from Playworld Systems.

Grand prize winners:
- Plains Elementary School of Rockingham County Public Schools in Timberville, Virginia
- Woodland Elementary School of Puyallup School District in Puyallup, Washington

See TogetherCounts.com for a complete list of winners.
6M Youth and 25M Alumni

HWCF and National 4-H Council collaborated on content integration focusing on the environment, gardening, composting, recycling, harvesting, care, storage and careers. This further enhanced our Farming Spotlight resources.

27,000 Participants Impacted through National PTA

HWCF’s three-year partnership of awarding Healthy Lifestyle grants to schools culminated in 2016 with 25 grants awarded to deserving schools. Through volunteer engagement, the program connected school learning to the family through an impressive number of family events. Together, students and their families learned about healthy cooking, new ways to get fit and fun ideas for trying new foods.

2M Reached through Partner Blogger Ambassador Program

This year, the Together Counts blog hosted more than 30 blogs from nine blogger ambassadors writing on topics ranging from social and emotional wellness to tips for getting active and healthy as a family and local programs. The blogger ambassadors included Action for Healthy Kids, Common Threads, Girls on the Run International, Healthy Dining Finder, National Frozen & Refrigerated Foods Association, The OrganWise Guys, SPARK, Special Olympics International and the U.S. Soccer Foundation.

Reaching 1.5M Pre-K Children in Poverty

With the help of our extraordinary partners, HWCF exceeded its commitment to the Clinton Global Initiative in support of early childhood education twice. Since 2013, through our Smart from the Start grant program, HWCF has awarded 79 grants to improve healthy habits education in pre-school and Head Start programs, impacting 10% of Pre-K children living in poverty. Through our Smart from the Start early learning program, we partnered with National PTA, National Head Start Association and Penn State Better Kid Care, providing cash grants, family engagement events and teacher training.

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In today's fast-paced world, enlisting the active support of a wide spectrum of credible voices to break through the noise and reach our audience has never been more important. In 2016, we established collaborative partnerships with academic, military, faith-based, agricultural and community organizations to amplify the core health and wellness messages embedded in our Together Counts curriculum. No one organization can solve the obesity problem alone, so we focus on building strong, lasting partnerships to ensure everyone has access to the tools they need to develop healthy habits for life.

Serving 90,000 Early Education Teachers
Through Penn State Better Kid Care, we launched a teacher training module to accompany the Smart from the Start Pre-K curriculum. Penn State Better Kid Care serves more than 90,000 early education teachers in 54 countries with a focus on underserved communities.

Teaming Up to Reach Armed Services Families
The Armed Services YMCA reaches 550,000 troops and their families. Our continued partnership will help us further reach families with wellness resources.

Joining Forces to Strengthen America’s Youth
HWCF is proud to be a part of the U.S. Army’s SAY Leadership Committee working together to build healthier, more resilient youth.

Helping 467,626 Georgia Students Power Up
Georgia SHAPE has included the Together Counts Enrichment Zone in their Power Up for 30 Guide that has reached more than 32,000 teachers and administrators and nearly half a million students in Georgia.
Establishing trust among individuals and organizations with disparate views is essential if we are going to be successful in rolling back obesity rates. That is why the Foundation convenes and participates in forums designed to bring industry, governmental and non-governmental organizations and their leaders together to establish trust, a shared baseline of knowledge and an agenda for the future.

The NASEM Roundtable on Obesity Solutions

HWCF is pleased to serve as a member of the National Academies of Sciences, Engineering and Medicine Roundtable on Obesity Solutions where we are able to share the positive contribution the industry is making in local communities and the marketplace. The Roundtable includes leaders from public health, academia, industry and government. Written reports produced by the Roundtable are the most widely distributed reports created by the Medicines division of the Academy. In 2016, HWCF participated in creating a report by the Roundtable for the President-elect, providing guidance on how the next administration can continue to fight obesity.

Bridging the Divide

The Robert Wood Johnson Foundation, Hudson Institute, National Collaborative on Childhood Obesity Research and HWCF engaged in a joint effort to facilitate a dialogue between the food and beverage industry and the public health community. These conversations have provided helpful context and promoted practical, self-regulatory solutions with real potential for impact. The five seminars were attended by corporate, nonprofit, government, academia and public health influencers. They covered best practices in public health and industry commitments, sugar-sweetened beverages, advertising, the role of convenience stores and successes and barriers to progress.
COMMITMENT TO HEALTHY COMMUNITIES

11.2M People Reached

For several decades, the world’s most recognized food and beverage companies have helped develop, fund and assess innovative health, hunger fighting, nutrition and wellness programs in cities, towns and neighborhoods across the country through partnerships with local communities, non-governmental organizations (NGOs), government agencies, colleges and universities.

To evaluate the effectiveness of these private-sector investments in community-based healthy lifestyle programs, we partnered with The City University of New York (CUNY) School of Public Health and Health Policy and an independent panel of experts who oversaw the development of the Commitment to Healthy Communities’ (CHC) framework for evaluating company strategies and programs. CUNY’s assessment is identifying successful and impactful programs that can be replicated and developing metrics and insights companies can use to boost the impact of their programs.

The results of the CHC’s year one assessment show progress, promise and the need for continued work. In one year, 11 participating companies:

- Invested $30,528,000 in community health, wellness and hunger programs
- Donated 55,500 employee volunteer hours
- Partnered with nearly 700 not-for-profit organizations
- Provided marketing and media support
- Donated 54 million pounds of fresh food and 420 million total servings of food
- Facilitated 1,600,000 hours of physical activity
- Reached 34,700 schools and 11,200,000 people with health and wellness tools and information

The CHC uses its research to promote effective programs and develop strategies to replace ineffective ones. As a next step, CUNY and HWCF are creating metrics and insights companies can use to boost the impact of their community health and wellness programs. Meanwhile, we are spreading awareness about the most effective programs so other stakeholders in the private sector can replicate those success stories or add to their momentum by joining existing causes.
Providing children and their families with wellness resources and helping them understand how to make decisions that create healthy habits for life is critically important to our goal of creating a healthier future. We deepen the connection between wellness, community and where food comes from in our science, technology, engineering and mathematics (STEM)-aligned Farming Spotlight, encouraging a broader understanding of the natural world and how it relates to a healthy lifestyle. Our award-winning Together Counts™ health and wellness school curriculum program was developed by Discovery Education, the leading provider of digital content and professional development for K–12 classrooms. Since 2010, the Together Counts program has reached nearly 40 million students in thousands of schools and communities across the United States.

All Together Counts lessons are free, downloadable, cross-curricular, and aligned to education, health and HEPA standards, the USDA's 2015–2020 Dietary Guidelines for Americans, WIC, SNAP-Ed, EFNEP and Head Start. In addition, all curriculum is available in Spanish at www.JuntosContamos.com.

PRE-K

The Pre-K curriculum, “Smart from the Start,” encourages children to try new foods, practice balance and moderation and incorporate physical activity into their daily lives. The program includes a free, on-demand teacher training module, addressing the great need for quality early education especially in at-risk communities and Head Start centers.

K-5

In early 2016, we released a new edition of the curriculum to encompass whole child wellness—emphasizing social, emotional and physical health. Wellness is more than just being healthy. It is the active process of becoming aware of and making choices toward a healthy and fulfilling life.

The new “Healthy Decisions, Healthy Habits” curriculum is aligned to national education standards and the USDA’s 2015–2020 Dietary Guidelines for Americans is delivered in three modules for grades K–2 and 3–5.

AFTER SCHOOL

“Enrichment Zone” enables continued wellness engagement outside the classroom and is delivered in three modules for flexible implementation in a non-classroom or after-school setting. The modules are aligned with the K–5 school curriculum and National AfterSchool Association (NAA) HEPA standards, but can be used in grades K–8.
Building on our success in the U.S., in June at the World Economic Forum on Latin America HWCF launched the Latin American Commitment to a Healthy Future that promotes healthy habits throughout the region. This new initiative provides free curriculum, teacher training and family resources to a region in need of wellness education – starting with Colombia, Mexico and Brazil. Leveraging the educational platform Discovery en la Escuela (Discovery in Schools) spearheaded by Discovery Networks Latin America, the Juntos Contamos program offers teachers free downloadable curriculum for Pre-K through Grade 5.

Reaching as many at-risk students as possible to empower them and their families with the tools needed to maintain a healthy diet and active lifestyle is core to our global mission. Learn more: www.healthyweightcommit.org/global

Reaching Puerto Rico
In support of Head Start education in Puerto Rico, we provided a special grant for the Smart from the Start curriculum to optimize their teacher training program. More than 800 children will be reached each year via The New York Foundling, a service operating Head Start and Early Head Start since 1984.

MOVISA: STRATEGIC PARTNERSHIP ANNOUNCED IN MEXICO

Movement for Healthy Life (MOVISA) and the Latin American Commitment to a Healthy Future have partnered to promote healthy habits across Mexico. MOVISA is a non-governmental private partnership supported by food and beverage, retail, sports, entertainment and banking companies and other stakeholders that collaborate with public and private organizations to promote a healthy diet and more physical activity as the keys to a healthy lifestyle.
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Camp Shane
Can Manufacturers Institute
Canned Food Alliance
Catalina Marketing
CATCH – Coordinated Approach to Child Health
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Chef Kids
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Collegiate 100
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Fire Up Your Feet
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Hydro One Premium Beverages
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KoreFit
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Len Saunders
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LinkWell Health, Inc.
LiveWell Water
Los Kitos
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McCain Foods
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Milk Processor Education Program
MilkSplash (S&D Coffee & Tea, Inc.)
Minnesota Alliance of Boys & Girls
Muuv
My Miya
N Street Village
National 4-H Council
National AfterSchool Association
National Association of Convenience Stores
National Association of School Nurses (NASN)
National Business Group on Health
National CACFP Sponsors Association
(Child and Adult Care Food Program)
National Confectioners Association
National Council of La Raza (NCLR)
National Farmers Union
National FFA Organization
National Food and Beverage Foundation
National Frozen and Refrigerated Foods Association
National Grocers Association
National Head Start Association
National Osteoporosis Foundation
National PTA
National Recreation and Park Association
National School Public Relations Association
National Wildlife Federation
Nestlé USA
NewWayFitness
NFL Play 60
Northgate Gonzalez Markets
Now Next Dance Mentoring Program
Nutritional Ingredients & Weight Management
Virtual Conference
Nutrification
NutriSavings
Nutristyle
Our Park Place
Outdoor Foundation
Parent-Child Home Program
Passport to Health
Paul Pierce’s The Truth on Health
Peaceful Playgrounds
Penn State Better Kid Care
PepsiCo
PepsiCo Foundation
PHIT America
Physician Assistant Foundation
Pink Lady America LLC
PKD Foundation (polycystic kidney disease)
PlayCore
Playground Professionals
Playworld Inc.
Police Athletic League NYC
Post Holdings, Inc.
Premier Fitness Camps
Presidential Active Lifestyle Award
Price Chopper Supermarkets
Prince William Trails and Streams Coalition
Product for Better Health Foundation
PureCircle Limited
Rails-to-Trails Conservancy
Redner’s Markets, Inc.
Road Runners Club of America
RoqPod
Rosemary Willis, former Miss Virginia
Scelta Mushrooms
Schnuck Markets, Inc.
Seafood Nutrition Partnership
Senyia
Shannon Miller Lifestyle: Health & Fitness for Women
SHAPE America
Share Your Calories
Shearer’s Snacks
Shop Rite, Inc.
Skogen’s Festival Foods
SNAC International
Southern Food and Beverage Museum
SPARK
SparkPeople.com
Speak To Me
Special Olympics International
Spectrum Kids
Sports Authority
Springhouse Green
Steps Against Bullying
Students Get Fit
Sweat City Fitness
Sweat Equity Network
Synrise
Take 10
Tate & Lyle
Teach for America
Thanks USA
The Armed Services YMCA
The Balancing Act
The Campus Kitchens Project
The Coca-Cola Company
The Cooper Institute (Healthy Zone School Recognition Program)
The Hershey Company
The J.M. Smucker Company
The Kids Cooking Network
The Kimball Companies
The Kitchen Cabinet
The Kraft Heinz Company
The MEND Foundation
The National Activity Plan
The National Theatre for Children
The NoOodle Company
The OASIS Institute
The Olde Town Inn
The OrganWise Guys Incorporated
The PGA of America (The Professional Golfers’ Association of America)
The Walking Classroom
The ZAC Foundation
Three Stone Foundation
Thunder Hill Nature Park – The “Great Kids Farm”
Tommy the Tomato
TOPS Club, Inc.
TriWest Healthcare Alliance
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U.S. Army
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ZeroDivide
LETTER FROM THE EXECUTIVE DIRECTOR

Since its founding in 2009, the Healthy Weight Commitment Foundation has served as a leading voice in the effort to promote individual and collective health and wellness in the United States and abroad. We have developed a unique operating culture and established bold but achievable objectives in the battle against rising obesity rates.

We prize partnership and collaboration over confrontation. Building trust and finding common ground among individuals and organizations with divergent philosophies is an essential element of our success. We have developed and implemented innovative marketplace and educational initiatives that have helped redefine the health and wellness landscape.

This year was about expanding the reach of our successful initiatives through meaningful partnerships. The collective metrics are impressive, with more than 100 million individuals exposed to actionable health and wellness tools and information this year alone.

Thanks in part to First Lady Michelle Obama, a broad array of anti-obesity stakeholders are working toward a common goal. Recent studies indicate progress is being made, as obesity rates among young children and several other demographic groups have plateaued or receded.

Our success would not be possible without the support and involvement of our more than 300 partner organizations. But there is more work to be done. We remain a unifying force in the battle for a healthier future. The results prove we are stronger together than we are alone.

Becky Johnson, Executive Director