

2019 ANNUAL PROGRESS REPORT

# In it for good







## TABLE OF CONTENTS

A MESSAGE FROM THE CHAIRMAN OF THE BOARD OF DIRECTORS	4
10 YEARS OF HEALTHY PROGRESS	6
MAPPING PHA'S IMPACT: 10 YEARS OF DRAMATIC GROWTH	10
METHODOLOGY	12
INDUSTRY COMMITMENTS	14
SHAPING EARLY PALATES	16
SHIFTING RETAIL ENVIRONMENTS	18
HEALTHY HUNGER RELIEF	20
INCREASING PHYSICAL ACTIVITY	22
HEALTHIER CAMPUS INITIATIVE	24
2019 ACCELERATING A HEALTHIER FUTURE SUMMIT	28
SUSTAINING PARTNERS	30
LETTER FROM THE PRESIDENT AND CEO	32
MEASURING SUCCESS	34
BOARD OF DIRECTORS	36
2019 FUNCTIONAL EXPENSES	38





#### A MESSAGE FROM THE CHAIRMAN OF THE BOARD OF DIRECTORS

**I count it one of my life's blessings to have been asked by the then-president of the Robert Wood Johnson Foundation, Dr. Risa Lavizzo-Mourey, more than 10 years ago to lead a new organization with the hope of supporting First Lady Michelle Obama's exciting new program to get kids moving and eating better.**

We started with a blueprint to guide the organization and the mantra of reducing and preventing childhood obesity in a decade. The challenge was enormous, the landscape more complex than suspected, and pockets of resistance robust for a non-partisan issue like improving children's health.

We made good progress towards enlisting meaningful commitments from private sector entities. We leveraged the magnetism of Mrs. Obama and the enthusiastic support of public figures like U.S. Senators Bill Frist and Cory Booker. We coordinated our activities with the First Lady and her staff, who created opportunities for us to gain visibility and credibility far beyond our size and resources. We organized a national, one-of-a-kind Summit, bringing together sponsors, partners, advocates, and thought leaders to develop new strategies to promote more physical activity and better nutrition driven by changes in the private sector.

We have accomplished significant and meaningful goals: improving the food landscape; encouraging physical activity; improving nutrition standards for early childhood; increasing healthier options in the convenience food sector; making water the drink of choice; and stimulating the appeal and consumption of fruits and vegetables. PHA has evolved and increased its intensity of focus, while preserving its linkages with the private sector. The emerging vigor in addressing health inequities and disparities takes us back to some of our earlier goals and priorities.

Our long-term goals have not eroded: Obesity reduction in children remains our north star. We could not have imagined that such transformational change would occur to alter the environment in which we would pursue our work, but we continue to move forward with new energy, new strategies, and new insights.

I leave you with the strong assurance that PHA will continue to make important contributions as it works on issues that will remain urgent in our post-COVID-19 world.

This pandemic will cast a long shadow, and we cannot begin to know how extensively our way of living may be affected by its impact. It's far from over, but our important work must continue, so be safe and stay healthy. I look forward to continuing this work with you, in whatever ways I can help.

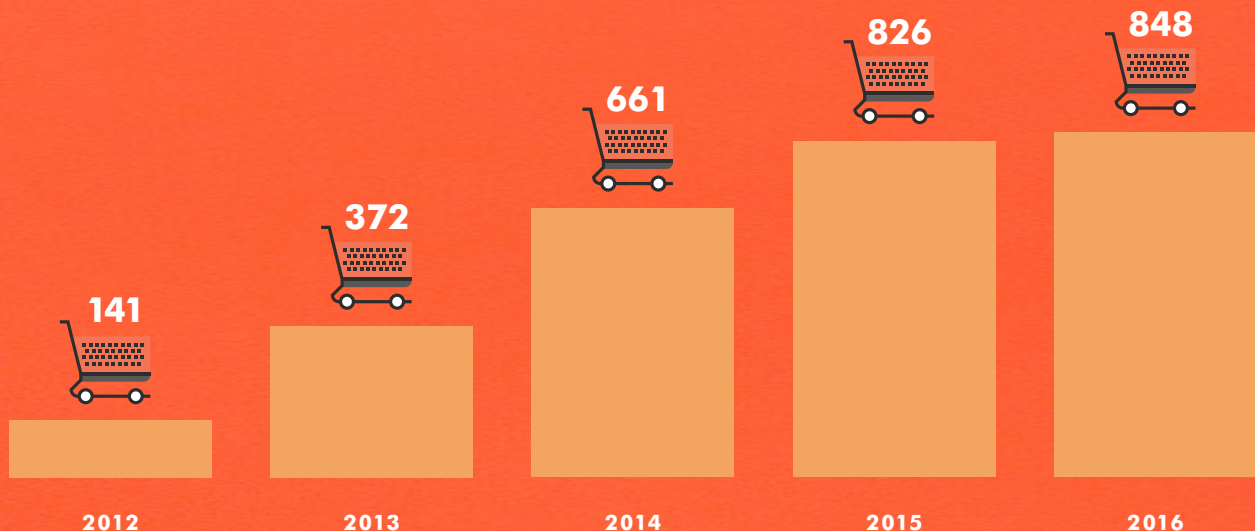
**James R. Gavin III, MD, PhD**  
Chairman of the Board of Directors  
Partnership for a Healthier America



## 10 YEARS OF HEALTHY PROGRESS

In 2010, Partnership for a Healthier America was born out of a need to make health the new status quo for American children and adults across the country.

**848** new or renovated stores



More than 8.5 million people now live in areas with new or renovated grocery stores, a direct result of our partner commitments that led to **more than 800 new or renovated stores** offering fresh fruits and vegetables and other nutritious food. In the process, they created more than 42,000 new jobs in neighborhoods that needed them.



# 10%



Amount of hospitals across the U.S. committed to improving their food offerings as part of PHA's Hospital Healthier Food Initiative.

# 6.4

trillion



Amount of calories the Healthy Weight Commitment Foundation removed from items in the marketplace, exceeding its pledge by more than 400%.

# 6

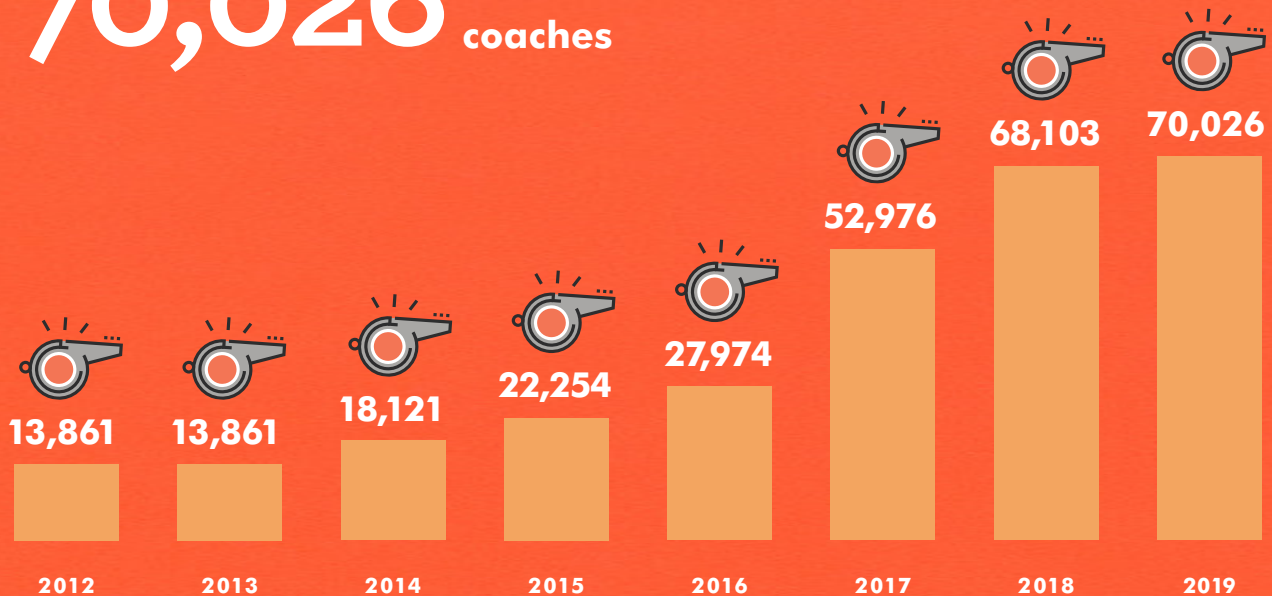
million



Number of children across the country that PHA's out-of-school time and early childhood education partners reach.

# 70,026

coaches

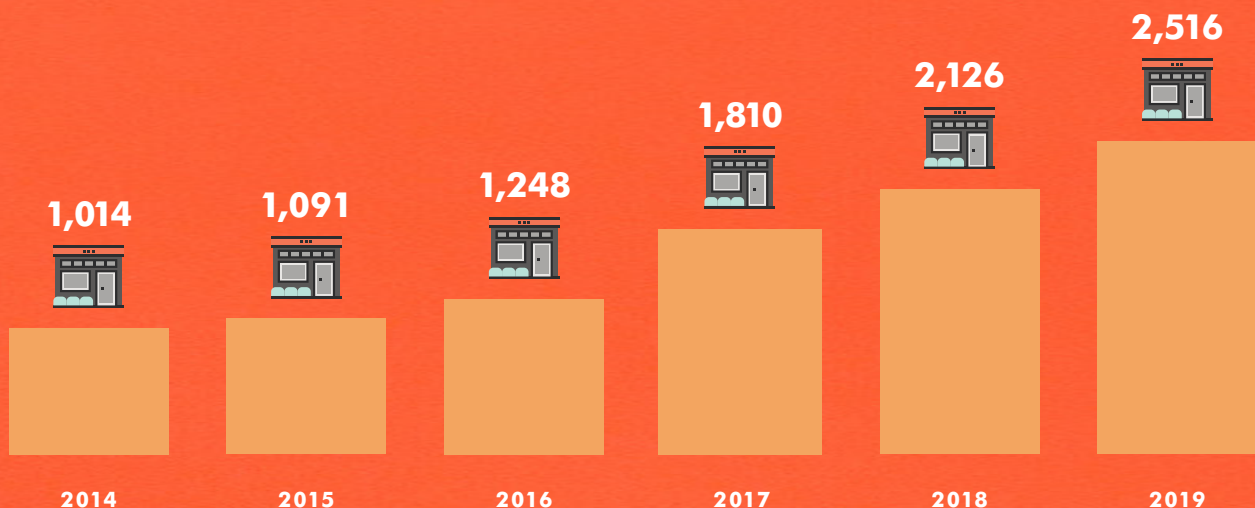


As a result of PHA partner commitments, more than 70,000 coaches were trained to support physical activity for children.

## 10 YEARS OF HEALTHY PROGRESS

With the simple mission of making the healthy choice the easy choice, PHA has spent the past decade improving our culture of health with an innovative approach: working with the private sector on voluntary business practice change for the better.

**2,516** convenience store partners

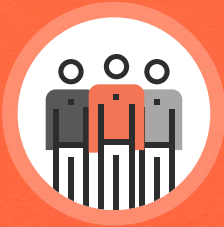


Convenience store partners have over **2,500 locations across 39 states**, 75% of which are located in food-scarce neighborhoods. PHA also reaches more than 77,000 convenience stores through its six distributor partnerships.



# 1.5

million



Students reached by the Healthier Campus Initiative, including more than 490,000 minority students and over 370,000 Pell Grant recipients.

## Sales increases for better-for-you foods

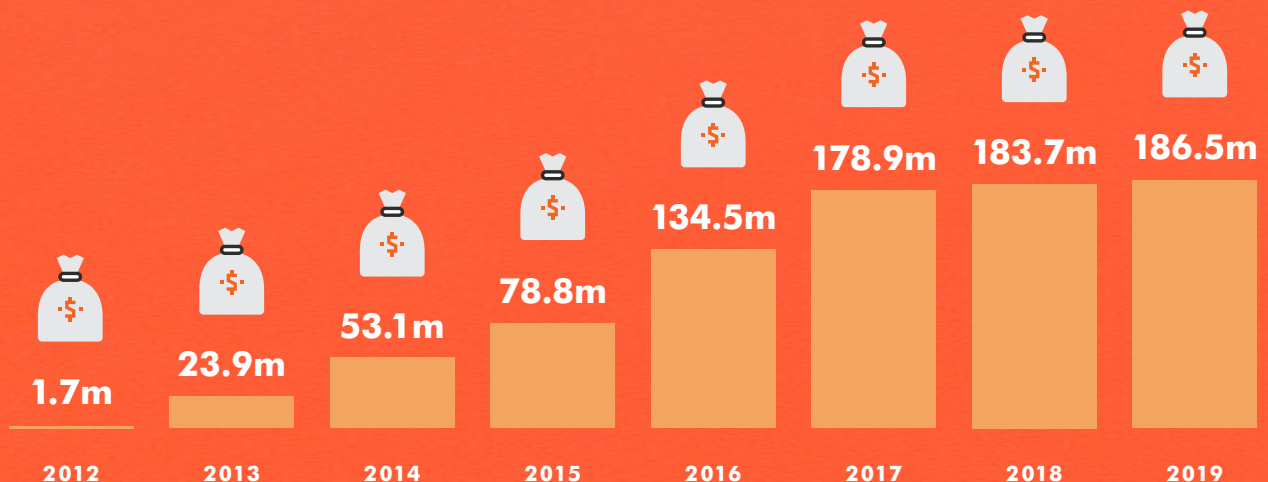
**+5%** Following their commitments to PHA, two convenience store partners, Aloha Petroleum and Kwik Trip, saw a 5% increase in produce sales.

**+888.4%** From 2015—the year before McLane began its commitment with PHA—through 2018, the company saw a 888.4% increase in the distribution of fruits and vegetables.

**+12-15%** Sodexo found that for its OptHealthy vending program, making healthier choices 20% less expensive than the more indulgent options increases healthy choice sales by 12-15%.

# \$186.5

million invested in physical activity



PHA partners have invested over \$186 million in communities to support physical activity for children.

## MAPPING PHA'S IMPACT: 10 YEARS OF DRAMATIC PARTNER GROWTH

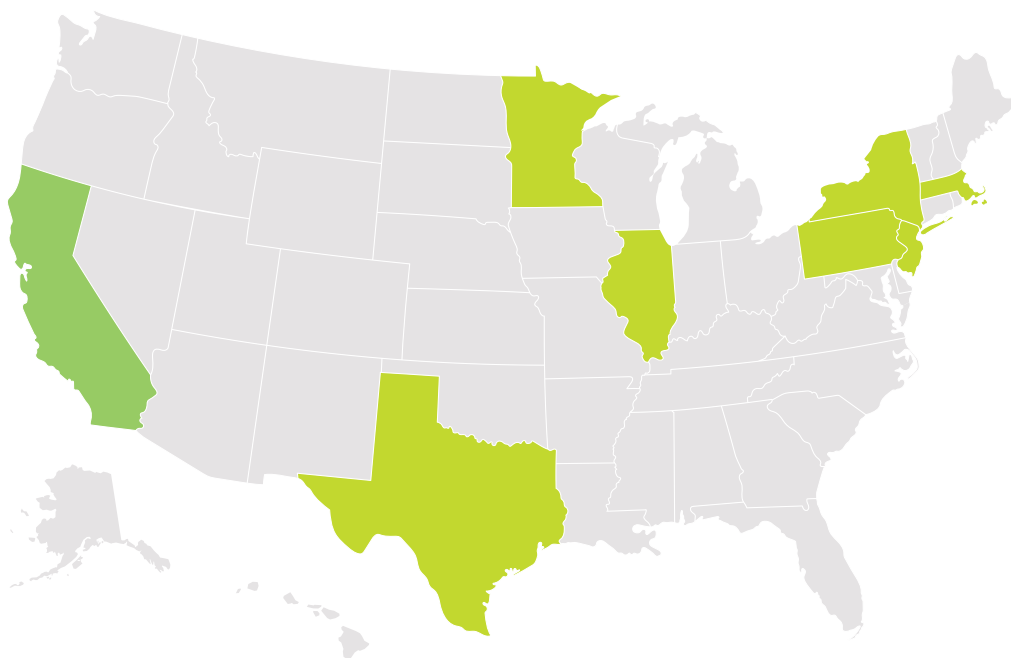
There is no shortage of work that can be done to improve the nation's food supply and increase opportunities for physical activity. We immerse ourselves in research, apply our knowledge and expertise, and employ tools that enable us to identify the opportunities for change that will have the greatest impact on those who are most affected by obesity and diet-related disease.

Since 2010, PHA's reach has grown considerably across the country, reaching all 50 states through partnerships with early childhood education centers, colleges and universities, convenience stores and grocery retailers, hospitals, and food banks.

### Number of Partner Locations

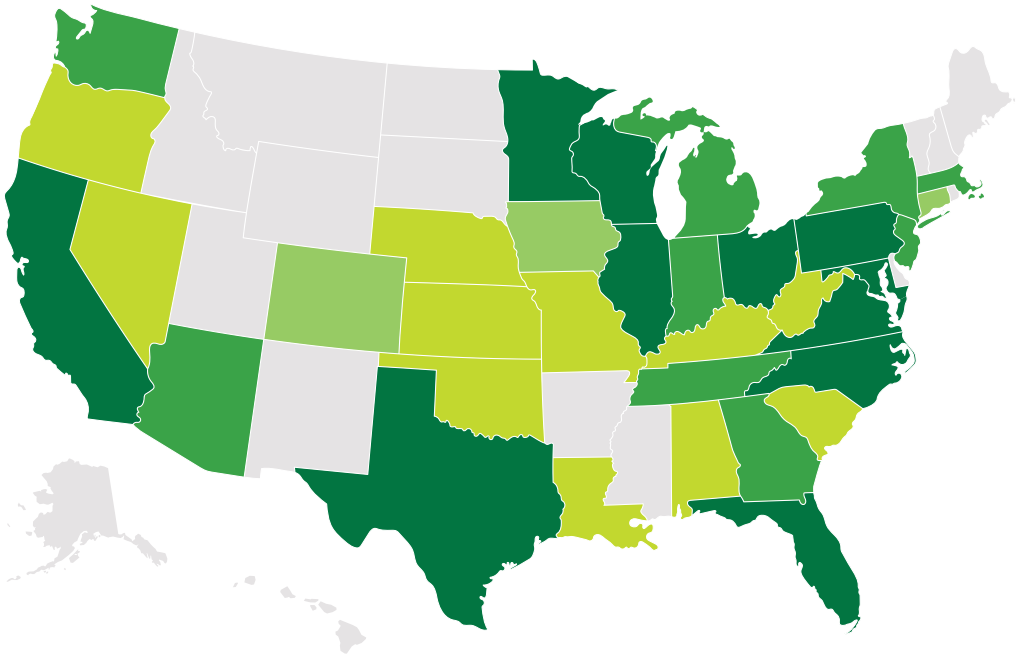


YEAR: 2011

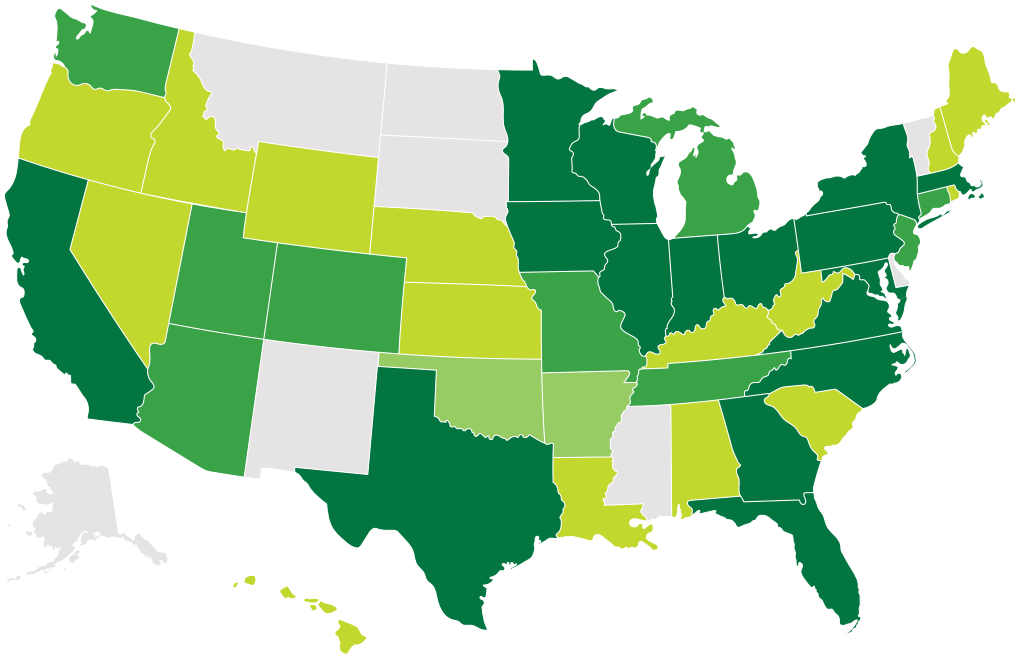




YEAR: 2015



YEAR: 2019







## METHODOLOGY

# One of PHA's main goals is to ensure that commitments made are commitments kept.

**To assess the progress of PHA partner commitments, we work with a team of external verifiers, including:**

- Altarum
- Food, Nutrition & Policy Consultants, LLC
- Hudson Institute
- RTI International
- Rudd Center for Food Policy and Obesity

**Together, PHA and our verifiers approach the process with three goals:**

- To design verification methodologies that will yield valid, meaningful data and ensure partner accountability;
- To establish processes that are feasible to implement in real-world settings without undue data collection and/or reporting burdens on partners; and
- To strive for consistency in reporting across indicators and data sources, while maintaining flexibility in approaching the verification process such that unique circumstances, abilities, and data systems can be accommodated as necessary to document progress.

**The general methodology in approaching the verification process is as follows:**

- Gather background information on commitments;
- Operationalize commitment elements and identify appropriate indicators and data sources\*;
- Work with PHA and its partners to establish or confirm methods for collecting/reporting data;
- Develop tools to assist partners in data collection and in the reporting process; and
- Collect, verify, and summarize data.

We encourage you to visit [progressreports.ahealthieramerica.org](https://progressreports.ahealthieramerica.org) for more details on our methodologies and results. This online resource is a critical component of our commitment to transparency. Anyone, at any time, can see exactly what our partners have committed to, as well as how they're performing, based on third-party verification.

\* Specific methodologies are developed in tandem with each commitment. They include, but are not limited to, using standardized tools, menu and nutrient analyses, shipping logs, and planograms.

NOTE: Logos included in the report reflect active partnerships in 2019.





**NAMA, the group representing the \$25 billion U.S. convenience service industry, committed to increasing the percentage of 'better-for-you' offerings in the nation's vending machines to 33%.**



## INDUSTRY COMMITMENTS

Since its founding in 2010, the Partnership for a Healthier America has believed in the power of the food industry to make the healthy choice the easy choice for consumers. From the companies that make food to the ones that sell food, PHA's industry partners have significantly moved the needle in providing American families everywhere with better-for-you products.

At the mid-term evaluation, the National Confectioners Association (NCA) was well on its way to 90% of its volume of sales having front-of-pack calorie labeling and 50% of single-serving package products being 200 calories or less—showing increases of 16.4% and 6%, respectively.

Through PHA's partnership with Sesame Workshop and the Produce Marketing Association (PMA), Sesame Street characters are being used to promote fruits and vegetables in 67 suppliers or retailers across the country.





**84.4% of infants and toddlers consume foods with added sugars on any given day, and even those baby food products made with natural sugar from fruit can mask the bitter flavors of vegetables, reducing young children's exposure to these flavors.**



## SHAPING EARLY PALATES

**PHA is partnering with early childhood educators, baby food manufacturers, and other key stakeholders to disrupt the marketplace and create options to help parents raise lifelong veggie lovers.**

In the beginning of 2019, PHA welcomed its first baby food partner, Sprout Foods. Sprout joined a group of early childhood education partners on a mission to promote healthier habits among the youngest eaters, forming what would become the Shaping Early Palates initiative over the next year. Already, 100% of Sprout pouch puree products have no added sugar, and 53% have a vegetable as a first ingredient.

In July of 2019, PHA hosted a roundtable discussion with baby food manufacturers and public health experts around the importance of early palate development. Seth Goldman—the Co-Founder of Honest Tea, a company that developed a diluted apple juice product found in McDonald’s Happy Meals—spoke about how early exposure to less sweet drinks can inform long-term preferences. Roger Thurow, author of *The First 1,000 Days*, shared that the time between pregnancy and a child's second birthday is critical for the immune system and brain development. Following this conversation, PHA spent 2019 recruiting partners from various early childhood-related sectors in order to re-imagine how nutrition can positively influence lifelong health outcomes starting with our youngest eaters.





**McLane, one of the largest distributors in the nation, saw an 888.4% increase in the distribution of fruits and vegetables from 2015—the year before McLane began its commitment with PHA—through 2018.**



## SHIFTING RETAIL ENVIRONMENTS

**From warehouse to checkout, PHA's distributor and retail partners are improving the supply chain so that better-for-you foods and beverages are available wherever people are.**

Our convenience store partners have more than 2,500 locations across 39 states, and 75% of those locations are in food-scarce neighborhoods. These stores are not only increasing the accessibility of healthier items, they are also actively promoting their consumption through marketing, strategic placement throughout the store, and pricing that is competitive with less healthy alternatives.

NACS, the association representing the convenience store industry, has been a valued partner since 2017. At the 2019 PHA Summit, NACS was honored as the Partner of the Year, an award given to the partner that goes beyond the strategies outlined in its official commitment. NACS has proactively communicated to convenience store retailers the business case for offering healthier options at their stores. With more than 154,000 convenience stores across the nation, NACS gives the industry greater access, information, and resources to ensure that convenience stores across the nation are fully stocked with healthier options.





**To date, PHA partners have committed to eradicating 12 million pounds of junk food from the system, while adding 66 million pounds of nutritious food, impacting the lives of over 5 million Americans who rely on our nation's charitable food system.**



## HEALTHY HUNGER RELIEF

**Healthy hunger relief is at the core of what PHA does: increasing access to nutritious foods for populations in need that are disproportionately affected by obesity, diabetes, and other chronic diet-related diseases.**

In 2019, PHA developed new ways to approach healthy hunger relief. Responding to feedback from partners around the importance of technology and organization-focused evaluation, PHA is expanding its food bank partnerships to an even broader focus on systems change. Moving forward, PHA is adapting its framework to the changing environment by increasing the versatility of its digital tools for partners, building a healthy food bank evaluation tool to better understand our own progress toward organizational change, and establishing a new level of partnership that equips healthy food bank champions to drive system-level change in healthy hunger relief.





**As a result of PHA's partner commitments, more than 70,000 coaches were trained and \$186 million have been invested to get kids physically active.**



## INCREASING PHYSICAL ACTIVITY

**While the old adage that food is medicine has never been more true, physical activity is a crucial complement to diet. The current generation of children is more comfortable playing video games than playing outdoors.**

According to the Centers for Disease Control and Prevention, only 50% of adults are meeting official recommendations for physical activity, and the same number of adults live with at least one chronic disease. Healthy habits start young, and it is important that children learn that physical activity is a fun way to support their physical and mental health.

In partnership with PHA, the United States Tennis Association (USTA) developed its Net Generation initiative, which encourages children ages 5 to 18 of all backgrounds and skill levels to play tennis by training coaches and providing new tennis equipment to participating locations. In support of the Laureus Sport for Good Foundation, Mercedes-Benz USA has supported grants for organizations in major metropolitan areas, such as Los Angeles and New York City, to provide high-quality sports programs to children who otherwise would not have access to athletics.







## HEALTHIER CAMPUS INITIATIVE

**Young adulthood and the transition to college is a time of intellectual curiosity and independence, but it is also the time when unhealthy habits may be cemented for adulthood.**

According to a 2014 study published in *Preventative Medicine*, 95% of college students fail to eat the recommended amount of fruits and vegetables, and more than 60% of students report not getting enough physical activity. The stereotypical college experience involves plenty of junk food, minimal vegetables, poor sleep habits, and sedentary behavior; however, colleges and universities across the country joined the Healthier Campus Initiative to do better for their students, faculty, and community members. The Healthier Campus Initiative is composed of 79 diverse colleges and universities across 33 states, including several Historically Black Colleges and Universities, as well as those on tribal land.

These schools are dedicated to making nutritious foods and opportunities for physical activity both accessible and built into the campus culture. For example, California State University, Fresno—a Hispanic-Serving Institution—installed a state-of-the-art open air gym so that people of all fitness levels can break a sweat outdoors. Other schools have implemented student-led food pantries, cooking class series, and campus-wide fitness campaigns.





## HEALTHIER CAMPUS INITIATIVE

**Our college partners reach more than 1.5 million students, including more than 490,000 minority students and over 370,000 Pell Grant recipients.**



## 2019 ACCELERATING A HEALTHIER FUTURE SUMMIT

# PHA's 2019 Accelerating a Healthier Future Summit, held in Chicago, IL, was the very first to occur outside of our homebase of Washington, DC.

The event convened PHA partners, experts in nutrition and health, and stakeholders in creating a healthier world for all Americans. With more opportunities for networking and hands-on learning—two of the most popular reasons for why people attend the Summit—this year's conference brought together people from distinct industries with the common goal of changing the status quo around health.

As the CEO of EAT, a global platform for transforming the food system, Dr. Sandro Demaio spoke about the recently-published EAT-Lancet Commission's report on how to eat well for people and the planet.

Ibtihaj Muhammad, a fencer and the first Muslim American woman to wear a hijab while competing for the U.S. in the Olympics, took the stage with Olympic Gold Medalist Benita Fitzgerald Mosley. These world-class athletes discussed the importance of physical activity for people of all ages. Because PHA is committed to proverbially and literally walking the walk, professional tennis player Ana Ivanovic even led the audience in a physical activity break to demonstrate the positive effects of movement.





Speakers from Panera Bread, Lyft, and the Hudson Institute, among many others, led sessions on the current state of food, nutrition, and health in America, as well as where they see the future going.

**New and repeat commitments announced at the 2019 Summit were:**

Harbor Wholesale Foods

Kwik Trip

Produce Marketing Association (PMA) & National Association of Convenience Stores (NACS)

Sprout Foods

YMCA of the USA

**Healthier Campus Initiative (HCI) Partners:**

Dillard University

Illinois State University

Madison Area Technical College

Mary Baldwin University

Marymount University

Shaw University

University of Utah

University of Florida

**Healthy Hunger Relief Partners:**

Blue Ridge Area Food Bank

Central California Food Bank

Feeding South Florida

Food Bank of the Southern Tier

Galveston County Food Bank

Good Shepherd Food Bank of Maine

Greater Chicago Food Depository

Philabundance







## SUSTAINING PARTNERS

**When it comes to improving children's health, PHA believes there's a role for each of us to play—no matter how big or small the company or organization.**

Our Sustaining Partner program provides opportunities for anyone working to create a healthier food supply and foster greater physical activity for American families. Our elite group of Sustaining Partners includes partners that have come to the end of their commitments and wish to continue to support PHA's mission, as well as companies and organizations that share our goal of reducing childhood obesity and are looking for a way to get on board. Sustaining Partners contribute to the work that we do through multi-level financial contributions and cross-collaborative initiatives.

Their work extends beyond the conversations generated at our annual Summit to working groups that meet throughout the year in order to explore innovative strategies and sustainable solutions that will allow all children to grow up at a healthy weight.

GOLD	SILVER	BRONZE
    	    	        



#### LETTER FROM THE PRESIDENT AND CEO

**In some ways 2019, before COVID-19 and our world turned on its head, seems so long ago. Things were very different then. As Partnership for a Healthier America approached its 10th year, we wanted to shift our strategic plan to the area where we had the most impact and opportunity—and very clearly that was in shifting our food supply.**

Over the years, PHA has removed trillions of calories and literal tons of salt, saturated fat, and added sugar from the food supply. Perhaps more importantly, we amassed a great body of knowledge and data around who our food supply is failing: most notably economically-disadvantaged communities and communities of color—those most disadvantaged as a byproduct of decades of systemic oppression.



**Under our mission to leverage the private sector to transform the food landscape, we:**

- Worked to accelerate plant-based foods with an eye toward not just health, but also planetary resources like land and water. We partnered with EAT, which delivered the blockbuster EAT-Lancet Report on the convergence of climate and health, concluding that shifting to more plant-based diets provides planetary and personal health benefits.
- Expanded industry-wide partnerships. Through a new partnership with NAMA—the association representing the \$25 billion U.S. convenience services industry—we’re working to improve the nutritional quality of food available in 5 million vending machines across the country. The approach builds on PHA’s successful industry-wide partnerships with NACS in the convenience store space and the National Confectioners Association in making treats just that: treats.
- Laid the foundation for a new initiative, Shaping Early Palates, to improve the food supply for our youngest eaters. The gap between recommendations for early childhood nutrition and what children actually eat is astounding. For example, nearly 85% of infants and toddlers consume foods with added sugar on any given day. At long last, it was announced that the next iteration of the Dietary Guidelines for Americans will issue food guidelines for infants and toddlers. PHA convened leaders from baby food companies, public health organizations, the National WIC Association, and the media to discuss challenges to good food for young eaters.

Throughout our history as an organization, we have listened to our partners. We have learned. And with every step, it has become clearer that the challenges to our nation’s food system are amplified in economically-disadvantaged communities, where it is harder to access produce and harder still to avoid ultra-processed foods.

The COVID-19 pandemic has further exposed the gross inequity in the food system, as well as the fragility of the supply chain. Our renewed focus in 2019 laid the groundwork for PHA to confront the challenges of 2020 head-on.

We look forward to doing that in partnership with you, and thank you so very much for your steadfast support.

**Nancy E. Roman**  
President and Chief Executive Officer  
Partnership for a Healthier America



## MEASURING SUCCESS

**PHA reports the progress of its partners as they transform the food and physical activity landscapes in pursuit of health equity. A list of the companies that have completed their partnerships is below.**

### End of Term 2019

Boys and Girls Clubs of America  
 California State University, Fresno  
 Core-Mark International, Inc.  
 Cumberland Farms  
 Des Moines Area Community College  
 Fort Lewis College  
 Grand Valley State University  
 Leech Lake Tribal College  
 Loop Neighborhood Marketplace  
 McLane Company, Inc.  
 Mercedes-Benz USA  
 National Association of Convenience Stores  
 Ricker's  
 SUNY Cortland  
 United States Tennis Association  
 University of California, Davis  
 University of Houston  
 University of New England

### Partners Emeritus

Aloha Petroleum, Ltd., 2018  
 Blue Goji, 2018  
 Des Moines University, 2018  
 Emporia State University, 2018  
 Enmarket Stations, Inc., 2018

Esstar, LLC, 2018  
 FirstBIKE, 2018  
 Florida State University, 2018  
 Howard University, 2018  
 Liberty University, 2018  
 Loyola Marymount University, 2018  
 Mississippi State University, 2018  
 Northern Arizona University, 2018  
 National Recreation and Parks Association, 2018  
 Nutri Ventures, 2018  
 Rochester Institute of Technology, 2018  
 Sodexo, 2018  
 Tri Star Energy, 2018  
 University of North Florida, 2018  
 University of Oregon, 2018  
 University of Pennsylvania, 2018  
 Urban Ventures, 2018  
 American University, 2017  
 Arizona State University, 2017  
 Binghamton University, 2017  
 Bucknell University, 2017  
 Clayton State University, 2017  
 DICK's Sporting Goods, 2017  
 El Camino Hospital, 2017  
 Florida International University, 2017  
 George Mason University, 2017







## BOARD OF DIRECTORS

### Honorary Chair

Former First Lady Michelle Obama

### Honorary Vice Chairs

The Honorable Cory A. Booker  
U.S. Senator of New Jersey

The Honorable William H. Frist, MD,  
Former U.S. Senate Majority Leader





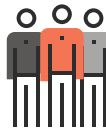
## 2019 FUNCTIONAL EXPENSES

Partnership for a Healthier America is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. Below is the activity for the most recent fiscal year that ended June 30, 2019.



# 77%

PROGRAMS



# 20%

ADMINISTRATIVE



# 3%

FUNDRAISING &  
DEVELOPMENT

## CONDENSED STATEMENT OF FINANCIAL POSITION

AS OF JUNE 30	2019	2018
Assets	7,439,615	9,060,244
Liabilities	576,329	940,025
Unrestricted Net Assets	5,631,071	5,524,658
Temporarily Restricted Net Assets	1,232,215	2,595,561
Total Liabilities and Net Assets	7,439,615	9,060,244

## CONDENSED STATEMENT OF ACTIVITIES

AS OF JUNE 30	2019	2018
Total Revenue and Support	3,800,890	3,656,351
Total Expenses	5,057,823	6,477,840
Change in Net Assets	(1,256,933)	(2,821,489)
Net Assets at Beginning of Year	8,120,219	10,941,708
Net Assets at End of Year	6,863,286	8,120,219





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