



<b>Overview</b>	PHA brings together public, private, and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. PHA ensures that commitments made are commitments kept by working with unbiased, third parties to monitor and publicly report on the progress partners are making to show everyone what can be achieved when we all work together. Founded in 2010 in conjunction with—but independent from— <a href="#">Let's Move!</a> , PHA is a nonpartisan, nonprofit that is led by some of the nation's most respected health and childhood obesity advocates, including honorary chair First Lady Michelle Obama.
<b>Mission</b>	To ensure the health of our nation's youth by solving the childhood obesity crisis.
<b>Coalition Members</b>	
<ul style="list-style-type: none"> <li>Link to commitments of private-sector partners <a href="http://ahealthieramerica.org/our-partners/">http://ahealthieramerica.org/our-partners/</a></li> </ul> <p>All-Clad, Ann &amp; Robert H. Lurie Children's Hospital, Birds Eye, Blue Cross and Blue Shield Association, Bright Horizons, Brown's Superstores, Calhoun Enterprises, Catholic Health Initiatives, Centura Health, Cerner, ChildObesity180, Children's Mercy Hospitals, Cleveland Clinic Foundation, Darden, GE Healthcare, Gunderson Health System, Henry Ford Health System, Hyatt Hotels, Indiana University Health, Kaiser Permanente, Klein's Family Markets, Lucile Packard Children's Hospital at Stanford, MaineHealth, Morrison Healthcare Food Services, Mushroom Council, Nemours, New Horizon Academy, New York Road Runners, Nike, Ohio State University, Wexner Medical Center, Oregon Health and Science University, PCC, Reebok &amp; Boks Kids, Share Our Strength, SUPERVALU, The California Endowment's FreshWorks Fund, The Fresh Grocer, The Health Weight Commitment Foundation, The Links, University of Colorado Health, University of Iowa Hospitals and Clinics, US Olympic Committee, USTA, Varsity Brands, Walgreens, Walmart, Washington Adventist Hospital, YMCA</p>	
<b>Programs/Campaigns</b>	
<p>Partners are working in five broad areas:</p> <ol style="list-style-type: none"> <li><b>1) Childcare/early childhood</b> Example: Eliminating sugar sweetened beverages, increasing consumption of fruits and vegetables at every meal, 1–2 hours of daily physical activity, eliminating fried foods, eliminating television and video game time, limiting computer use to educational activities, and supporting breastfeeding,</li> <li><b>2) Food access</b> Example: Build grocery stores and supermarkets in food deserts, and expand access to fruits and vegetables in pharmacies</li> <li><b>3) Marketplace choices</b> Example: Marketing and advertising promoting fresh and frozen vegetables, enhance restaurant menu options by offering healthier meals and side dishes for children, reduce calorie and sodium levels of menu offerings, reformulate packaged foods with reduced salt and sugar, and develop criteria for simple front-of-package seal to help consumers identify healthier food options</li> <li><b>4) Physical activity</b> Example: Launch a nationwide competition, the Active Schools Acceleration Project, to reward creative, effective school-based programs and technological innovations promoting physical activity for children during the school day; \$1 million investment in tennis courts, coaches, and equipment for school and youth facilities; engage 15,000 children in beginner field hockey; free walking events in communities; engage approximately 25,000 physically disabled children in beginner-level programming; engage approximately 12,000 children in beginner-level soccer; engage approximately 88,000 low-income and underserved children in beginner-level cycling; introduce 40,000 individuals to gymnastics; engage 600,000 children in</li> </ol>	

beginner-level swimming; engage 120,000 children in beginner-level track and field; and engage 30,000 children in beginner-level volleyball,

**5) Engagement/verification:**

Example: Match chefs to schools, donate \$2 million in cookware to school kitchens, and hire independent contractor to do site visits and evaluate partner commitments

**Additional Programs include:**

- Drink Up (to encourage everyone to drink more water)
- Songs for a Healthier America (to get families dancing to songs with lyrics that promote health)
- Play Streets (closes streets to traffic for special events to promote physical activity)
- Olympics (Olympic organizations offering programs geared to get 1.7 million children moving)

<b>Impact</b>	<ul style="list-style-type: none"> <li>• 2.95 million kids got moving in 2012.</li> <li>• 650,000 children will be provided with healthier child care environments by 2015.</li> <li>• Over the next decade, changes will reduce calories, fat, and sodium and to offer healthier choices for billions of customers.</li> <li>• 10,000,000 Americans will be given access to healthier foods by 2016.</li> <li>• 1,500 grocery stores and food retailers will be built.</li> </ul>
<b>Reports/Cas e Studies</b>	<ul style="list-style-type: none"> <li>• 2012 Annual Progress Report <a href="http://ahealthieramerica.org/about/annual-progress-reports/">http://ahealthieramerica.org/about/annual-progress-reports/</a></li> <li>• Links to videos <a href="http://ahealthieramerica.org/media/videos/">http://ahealthieramerica.org/media/videos/</a></li> <li>• Newsletters <a href="http://ahealthieramerica.org/media/newsletters/">http://ahealthieramerica.org/media/newsletters/</a></li> <li>• News releases <a href="http://ahealthieramerica.org/media/news-releases/">http://ahealthieramerica.org/media/news-releases/</a></li> </ul>
<b>Social Media Sites</b>	<p><a href="https://twitter.com/PHANews">https://twitter.com/PHANews</a>  <a href="https://www.facebook.com/PHA">https://www.facebook.com/PHA</a>  <a href="https://plus.google.com/+PHANews/posts">https://plus.google.com/+PHANews/posts</a>  <a href="http://www.youtube.com/aHealthierAmerica">http://www.youtube.com/aHealthierAmerica</a>  <a href="https://www.pinterest.com/PHANews/">https://www.pinterest.com/PHANews/</a></p>
<b>Website and Contact Information</b>	<p><a href="http://ahealthieramerica.org/">http://ahealthieramerica.org/</a>          Email: <a href="mailto:info@ahealthieramerica.org">info@ahealthieramerica.org</a></p>