

Point to the kid who doesn't  
deserve a healthy future.





**23 MILLION  
STUDENTS**

benefiting from healthier  
meals and high-quality  
physical activity

**39,000  
SCHOOLS**

receiving technical assistance  
to create healthier environments

**120  
COMPANIES**

working together to improve  
individual and industry-wide  
business practices

## DEAR FRIENDS,

With each year that passes, we have the opportunity to reflect on our work, our mission and, most importantly, our impact. While the breadth of our programs grows year after year, our core belief remains the same—*that every kid deserves a healthy future.*

Fiscal year 2017 was our most impactful year yet. From our work recruiting over 4,600 new schools and nearly 800 afterschool sites to forming new partnerships in the health and business sectors, we reached kids in even more communities across the United States marked by significant health inequities. As a result, we have transformed environments that affect over 25 million young people, helping to ensure that *where* a child lives does not define *how* she lives.

This year, we took bold steps to advance our cause and challenged ourselves like never before, including:

**Expanding digital resources to increase access, maximize scale and sustain progress with the Healthy Schools Program:** We launched innovative digital marketing and virtual support strategies that raised awareness for children’s health issues, more efficiently recruited schools and supported the work of new and existing schools enrolled in the Healthy Schools Program. Digital marketing campaigns prompted approximately 3,000 new schools to sign-up. Virtual trainings and technical assistance supported district and school staff to implement healthy changes; two key tools included the [Smart Food Planner](#), which saw a 20 percent increase in site visits, and the [Virtual Training Center](#), for which there was a 43 percent increase in online course registration (both compared to FY16).

**Speaking out for strong nutrition standards:** When school nutrition standards entered the national debate, [we spoke up loudly](#). We galvanized our network of on-the-ground champions and staff to share their school nutrition success with local media—from [Florida](#) and [Georgia](#) to [Oklahoma](#) and [Louisiana](#)—and voice support for strong standards that support healthier kids. In total, we garnered more than 98 million media impressions through placements in [MSNBC](#), [National Public Radio](#), [Healthline](#) and many more.



## 90% REDUCTION IN CALORIES

from beverages shipped  
to schools

## 56,000 DOCTORS'

offices providing obesity  
prevention coverage

## 3,000 OUT-OF- SCHOOL SITES

benefiting from improved  
nutrition and increased  
movement

**Launching a first-of-its-kind store for healthy snacking:** We partnered with Amazon Business to address the barriers schools and out-of-school time sites face—from access to affordability and time—when purchasing healthier products. We launched the [Healthier Generation Store](#), a curated online marketplace with products that comply with the U.S. Department of Agriculture Smart Snacks in School, National AfterSchool Association Healthy Eating Standards, and Food Service Guidelines for Federal Facilities.

**Forging new partnerships to broaden our impact on child health:** We continued to push beyond the scope of childhood obesity, forming new partnerships to expand our impact on children's health. With [Playworks](#), we're increasing awareness of social and emotional health by improving inclusivity at recess. With [Target](#), we're reaching families in urban communities and positioning them on the path to lifelong health and wellness. With [Partnership for a Healthier America](#), we're working more collaboratively with the beverage industry and food corporations to improve child and family health outcomes.

This is just a small sample of our achievements this year. Throughout this report you will find stories of our progress around the country—from the Mississippi Delta to the Texas-Mexico border, from New York City to Los Angeles—to give more children the chance to build healthier futures and lead healthy lives.

We're committed to these efforts until every child has the opportunity to grow up healthy. We will continue to speak up, speak out and act in the name of children's health—and we hope you'll join us. I look forward to continuing this critical work, together.

*Howell Wechsler*

Howell Wechsler, EdD, MPH  
Chief Executive Officer  
Alliance for a Healthier Generation  
🐦 @HowellWechsler

“Formalized medical training has done a poor job equipping the next generation of providers to manage and prevent obesity. We have to do better.” – Dr. Kofi Essel, M.D., FAAP



## Innovating Health Care

It's imperative that America better prepares health care professionals to combat the obesity epidemic; only 14 percent of physicians feel they have received adequate training to counsel patients on nutrition. To recognize and incentivize health professional training programs ahead of the curve in providing nutrition, physical activity, and obesity counseling education to their students, we—along with the American College of Sports Medicine and Bipartisan Policy Center—launched the first-ever Innovation Award for Health Care Provider Training and Education. The winners, recognized by President Bill Clinton, include the first dedicated teaching kitchen to be implemented at a medical school. Together, we are innovating health care.

▶ **Watch video:** a New Orleans kitchen brings together medical students and the community [[healthiergeneration.org/impact](http://healthiergeneration.org/impact)]

## Districts Supporting Healthier Schools

Wellness policies are the cornerstone of all school health-related initiatives; from physical education to classroom celebrations, they guide and monitor schools' progress over time. In July 2016, the U.S. Department of Agriculture (USDA) released a final rule to strengthen school wellness policy guidelines, citing Healthier Generation's model wellness policy as the recommended source for schools across the country to utilize. Nationwide, many districts have made significant progress to update and strengthen their policies. In April, Healthier Generation and Voices for Healthy Kids launched #WellnessWins, a digital marketing campaign to celebrate this progress and inspire more districts to take action.



▶ **Watch video:** Wellness Wins in Roselle Public Schools [[healthiergeneration.org/impact](http://healthiergeneration.org/impact)]



**The Huffington Post:** American Heart Association CEO Nancy Brown shares how schools are finding healthier ways to reward students.



## The Power of Partnership: Growing Our Impact

Since 2005, our work with schools, communities and businesses has created healthier environments for over 25 million children. This year, we continued to expand our network of partners to magnify our impact. Through the Robert Wood Johnson Foundation's Business Fund, we teamed up with Partnership for a Healthier America to streamline engagement with the business sector and improve health outcomes for children and families.



“The impact of our success in building a healthier school is evidenced by improved attendance among students, improved test scores and grades and better behavior.”

– Superintendent Tim Lutz, Minnesota

## Celebrating America’s #HealthiestSchools

Every child deserves a healthy school. That’s why, in 2016, we proudly celebrated 328 award-winning schools from 29 states and the District of Columbia through our inaugural [America’s #HealthiestSchools campaign](#). Representative of our focus on reaching kids from under-resourced communities, these schools prove that—with support from the Healthy Schools Program—any school can transform its campus into a healthier environment. From the urban hubs of Washington, D.C. and Los Angeles, to rural stretches of Texas and Georgia, America’s #HealthiestSchools are seeing the academic, social and behavioral benefits of healthier students.



▶ **Watch video:** One of America’s Healthiest Schools uses movement to make the mind work. [[healthiergeneration.org/impact](http://healthiergeneration.org/impact)]

🕒 **The Huffington Post:** American Heart Association CEO Nancy Brown shares how one California school got healthier quickly—and others can, too.

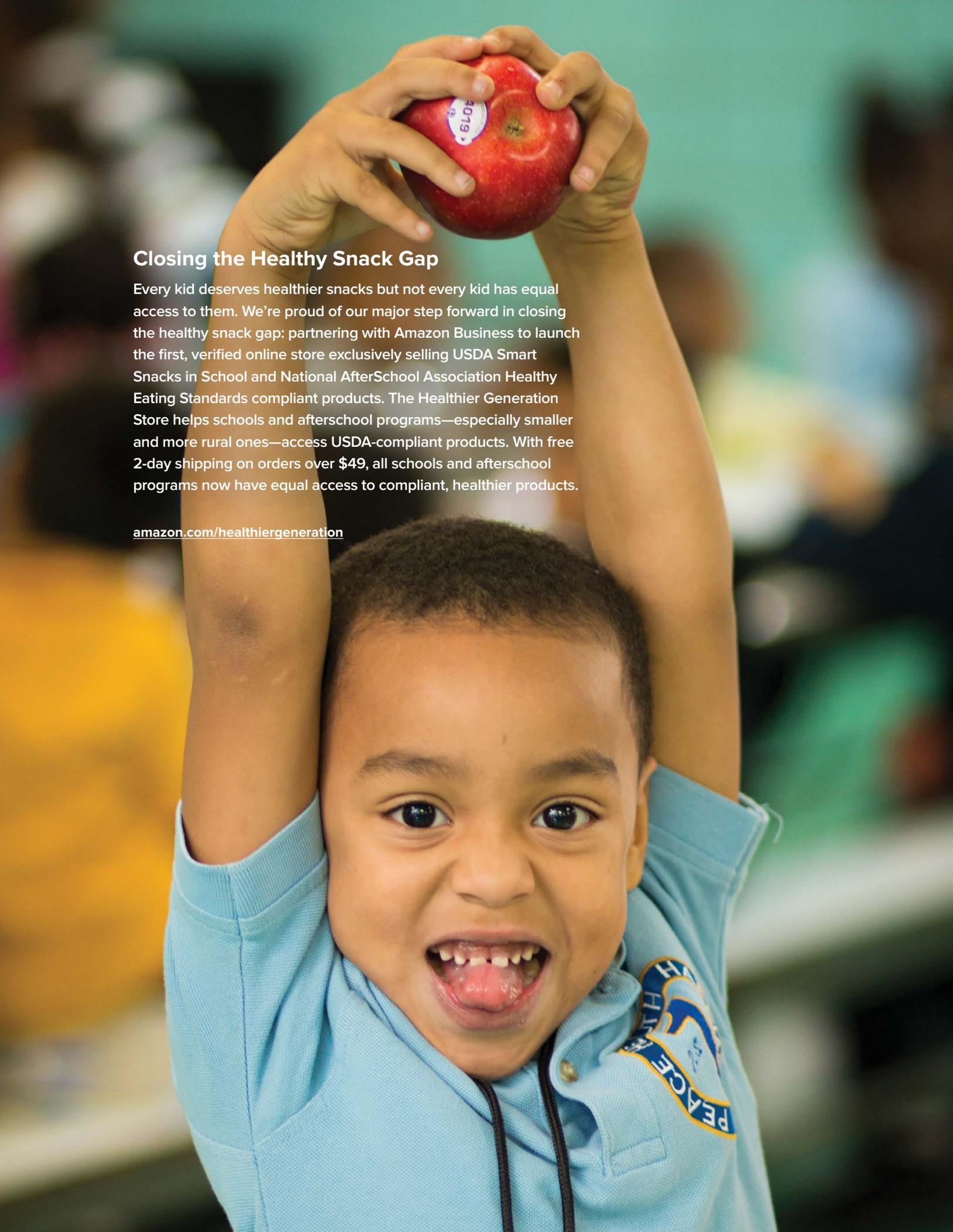


## Reducing Beverage Calorie Consumption in Communities Nationwide

Sugary drinks are a leading source of added sugar in Americans’ diet. That’s why our [landmark agreement](#) with the beverage industry, which committed to reduce the beverage calories consumed per person nationally by 20 percent by 2025, is so significant. This year, to address disparities in neighborhoods with less access to bottled water, lower-calorie, and smaller-portion beverage choices, we began focused efforts in [Los Angeles](#), [Little Rock](#), the [Mississippi Delta](#), [Montgomery](#) and [New York City](#). We are supporting and holding the American Beverage Association and the leading beverage companies accountable as they make lower-calorie and smaller-portion beverages more available one community at a time.

▶ **Watch video:** Brooklyn bodega offers healthier beverage options [[healthiergeneration.org/impact](http://healthiergeneration.org/impact)]

🕒 **The Commercial Appeal:** See how our work in the Mississippi Delta is reducing beverage calories consumed by residents.



## Closing the Healthy Snack Gap

Every kid deserves healthier snacks but not every kid has equal access to them. We're proud of our major step forward in closing the healthy snack gap: partnering with Amazon Business to launch the first, verified online store exclusively selling USDA Smart Snacks in School and National AfterSchool Association Healthy Eating Standards compliant products. The Healthier Generation Store helps schools and afterschool programs—especially smaller and more rural ones—access USDA-compliant products. With free 2-day shipping on orders over \$49, all schools and afterschool programs now have equal access to compliant, healthier products.

[amazon.com/healthiergeneration](https://amazon.com/healthiergeneration)

Healthier Generation's philanthropic partners provide much needed resources to expand the organization's reach, increase effectiveness of its youth-serving initiatives and programs, and build nationwide awareness for children's health.

In addition to its founding organizations, a few of Healthier Generation's strongest supporters are helping advance its mission across the country.



### Healthier Kids Start with Healthier Communities

With support from **Target**, Healthier Generation is working to help more than 1.9 million school-age children in Atlanta, Chicago, Dallas, Houston, Miami, Minneapolis and New York City in at least 2,870 schools by summer 2018 with a focus on improving access to healthy food and physical activity.



### 37 Thriving Schools Honored as America's #HealthiestSchools

In December, Healthier Generation recognized 37 award-winning schools from the **Kaiser Permanente Thriving Schools** portfolio named to the 2016 list of America's #HealthiestSchools. With Kaiser's support, we're helping hundreds of schools transform into healthier environments across four regions nationwide—Mid-Atlantic, Northwest, Northern California and Southern California.



### Advancing Our Holistic Approach to Children's Health

Healthier Generation was awarded two 5-year cooperative agreements from the **Centers for Disease Control and Prevention (CDC)** to fund work in school nutrition environments and healthy eating and physical activity in out-of-school time. Working directly with the CDC, we will support training and professional development; partnerships and collaborations; and resource development with state health and education agencies, school districts and school-based out-of-school time sites.



### Healthy Schools Success in the South

For nearly a decade, **The JPB Foundation** has supported Healthier Generation's work in schools—primarily located in the South where childhood obesity rates are high. In 2016, dozens of schools supported by The JPB Foundation were named to the 2016 list of America's #HealthiestSchools, serving as best-in-class examples of the nationwide movement to create healthier schools for kids.

## board of directors



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## philanthropic partners

### \$1,000,000 and Over

American Heart Association  
Clinton Foundation  
Robert Wood Johnson Foundation  
The JPB Foundation  
Kaiser Permanente National  
Community Benefit Fund  
Target Enterprise, Inc.

### \$500,000 to \$999,999

Cook County Department of  
Public Health

Kansas Health Foundation  
Partnership for a Healthier  
America, Inc.  
United States Department of  
Health & Human Services—  
The Centers for Disease Control  
and Prevention

### \$100,000 to \$499,999

Aetna Foundation  
Bipartisan Policy Center  
Health Foundation of South Florida

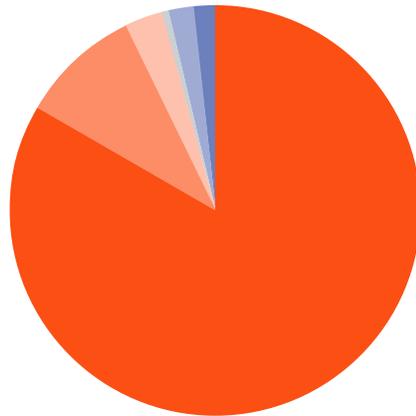
Missouri Foundation for Health  
Saint Luke's Foundation of  
Cleveland, Ohio  
Mt. Sinai Health Care  
Foundation  
Virginia G. Piper Charitable Trust

### \$25,000 to \$99,999

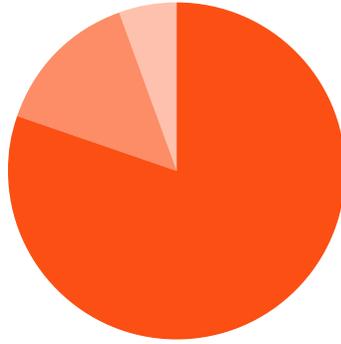
Capital Brand, LLC  
Share Our Strength  
United Way of Greater  
Cleveland

The Alliance for a Healthier Generation empowers kids to develop lifelong healthy habits by ensuring the environments that surround them provide and promote good health.

More than 25 million children have been helped by Healthier Generation’s work with schools, communities and businesses across the country. This report displays the financial activities of Healthier Generation in the fiscal year ended June 30, 2017.



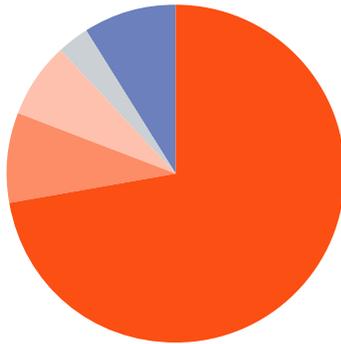
<b>REVENUE</b>	<b>FY 2017</b>
● Foundations & Grants	19,298,275
● Corporate & Sponsorship	2,153,260
● Government	744,091
● Individual	123,993
● In-Kind Contributions	437,696
● Consulting & Other Income	337,362
<b>TOTALS</b>	<b>23,094,677</b>



## EXPENSES

FY 2017

● Programs	12,456,654
● Management General & Administration	2,176,877
● Development	852,796
<b>TOTALS</b>	<b>15,486,327</b>



## EXPENSES BREAKDOWN

FY 2017

● Salary & Benefits	11,221,400
● Travel & Meetings	1,325,211
● Professional Fees	1,127,453
● In-Kind Contributions	437,696
● Other Expenses	1,374,567
<b>TOTALS</b>	<b>15,486,327</b>



[HealthierGeneration.org](http://HealthierGeneration.org)