



### **Overview:**

Experts report that this generation of children may be the first ever to live shorter lives than their parents. With double the number of overweight children as there were 25 years ago, childhood obesity is an epidemic ravaging the nation's health. These startling statistics along with the fact that obesity is a leading risk factor for heart disease and stroke, led Cone to identify childhood obesity as one of four focus areas for the American Heart Association (AHA).

Following the launch of Go Red For Women in 2004, AHA and Cone focused on developing strategic directions for this new initiative. The team faced significant challenges and differences in approaching this issue. Key considerations impacting the strategy included: the number of government organizations, corporations, and other nonprofits with established "competing" programs that were not succeeding in breaking through; lack of AHA brand presence within this target audience; and difficulty to break through to young audiences in a world of new media and technology.

Based on the above considerations, Cone recommended that AHA play a convening, leadership role to create systemic change within this issue space. To do so, AHA adopted a collaborative strategy, partnering with the William J. Clinton Foundation, to form the Alliance for a Healthier Generation and assist in creating high-caliber relationships with key influentials. AHA also partnered with Nickelodeon as the official media alliance to help maximize reach to the 'tween audience. Founded in May 2005, the Alliance has achieved great success in a short time, working through schools, the healthcare community, and the food/beverage industry to find pragmatic solutions to the nation's obesity crisis, while delivering healthy messages to 'twens themselves through the Go Healthy kids' movement.

### **Alliance Mission:**

- Stop the increase of childhood obesity in U.S. by 2010 and reduce prevalence of childhood obesity by 10% by 2015

### **Objectives:**

- Convene and rally key stakeholders and influentials within the issue to make real systemic change
- Raise funds through large gifts from foundations and wealthy individuals
- Increase reach to 'tween audience and deliver heart healthy messages and tools

### **Elements:**

#### ***School Pillar:***

*Healthy Schools Program:* Launched in February 2006, this program offers healthy school criteria for nutrition, physical activity and staff wellness, and provides tools to help schools across U.S. meet such standards. Tools include tips/best practices, training support, special deals with healthy food and fitness companies, and national recognition for reaching specific goals. Resources are made available through an online Healthy Schools Builder. Additionally, approximately 1,200 schools in 30 states that serve vulnerable populations receive on-site support from Alliance relationship managers to develop and implement plans to improve the health of their students.

#### ***Kids Pillar:***

*Hugo:* Hugo's face represents the Alliance icon and Hugo acts as the character or mascot for the kids movement, assuming the role of spokesperson, embodying the Alliance goals. For example, Hugo eats healthy because he enjoys it, not because he is told to. And, if there is a ball around, he will kick it, throw it, bounce it, spin it, and put it back where it was.



*Go Healthy Challenge Reality TV Series:* This 30 minute show on Nickelodeon follows two real kid role models as they go through the ups and downs of achieving their health goals. It also features other kids across the U.S. that are joining the challenge in various ways.

*Go Healthy Pledge:* Kids are encouraged to take this pledge and name a personal goal they aspire to meet by becoming healthier (e.g. run faster, play for the Red Sox, etc.).



*Go Healthy Month:* September is designated as Go Healthy Month, during which HuGo Go Healthy local events are held across the U.S. to inspire kids to be healthy and active and to take the Go Healthy pledge.

*IGoHugo.org:* This is the online hub for the Go Healthy Challenge featuring games, videos, fun facts, tools to make healthy choices, tools to make community changes, and customizable elements so each kid can make the site his or her own. To enter, kids must first become a member of the Go Healthy community by taking the pledge.

*NFL Partnership:* Through this partnership, NBA fit works through Junior NBA/WNBA to encourage kids to join the Go Healthy Challenge and take the pledge.

#### **Industry Pillar:**

*School Beverage Guidelines:* These guidelines, created with Cadbury Schweppes, Coca Cola, PepsiCo, and American Beverage Association, are accelerating a shift to lower-calorie, nutritious beverages for kids during school day.

*Alliance Competitive Food Guidelines:* These are the first-ever voluntary guidelines for snacks and side items sold in schools that are providing healthier food choices for our nation's children.

#### **Healthcare Pillar:**

*Obesity Sourcebook:* AHA created *A Nation at Risk: Obesity in the United States*, a statistical sourcebook with immediate information the epidemic and the direct line between obesity and cardiovascular disease.

*Expert Panel:* The Alliance has convened an expert panel of healthcare industry experts to provide insight and help guide our healthcare strategy to improve the way providers recognize, prevent and treat overweight and obesity in kids.

#### **Select Results:**

##### **Convene and rally key stakeholders and influentials within the issue to make real systemic change**

- Reduced calories contained in beverages shipped to schools by 41% via School Beverage Guidelines
- Created first ever voluntary guidelines to provide healthier food choices to students in schools
- Provided on-site support to nearly **1,400 schools** in **30 states** and online support to another **1,600 schools**, making nearly 3,000 school environments healthier
- 92% of California schools in Healthy Schools Program made measurable progress in making their schools healthier
- Engaged several strategic alliances including: the William J. Clinton Foundation, Nickelodeon, KaBOOM!, the NBA, the NFL, Channel One, YMCA, Boys & Girls Clubs of America, Girl Scouts, and National Recreation & Parks Association, among many others
- Secured relationships with Go Healthy Champion national spokespersons including **Rachael Ray**, California Governor **Arnold Schwarzenegger**, and Arkansas Governor Mike Huckabee



##### **Raise funds through large gifts from foundations and wealthy individuals**

- Secured \$8 million grant from Robert Wood Johnson Foundation and subsequent \$20 million grant, the largest in AHA history
- Total grants received to date total \$30+

##### **Increase reach to 'tween audience and deliver heart healthy messages and tools**

- Inspired over **800,000 kids** to take the "Go Healthy" pledge
- Nearly **850 events** held during Go Healthy Month in which **1.6 million kids** participated
- More than 2 million kids tuned in for the wrap-up of the "Go Healthy Challenge" reality TV series
- Received an average of **2 million unique visitors** to the Go Healthy Challenge Web site each
- *The New York Times* called the "Go Healthy Challenge" reality TV series a "new genre of reality television for kids with better health as its prize"
- Garnered more than 500M media impressions in 2007 alone
- Garnered over **500 million media impressions** in 2007, contributing to the nearly **1 billion cumulative impressions** generated since launch in 2004