

a five-year progress report

GAINING

TRACTION

How A Small Philanthropy Tackled The Big Problem Of Childhood Obesity



**GrowingUp
Healthy**

From The Harvard
Pilgrim Health
Care Foundation





5 years ago we decided to take a bite out of childhood obesity.

We were driven by one simple fact:

One in three children in the US is overweight or obese.

If obesity rates continue on their current trajectory, by 2030 up to 60 percent of adults in our nation will be overweight. The potential human and economic costs are staggering.

When we launched *Growing Up Healthy* in 2007, we were among the **first philanthropic organizations to exclusively focus on childhood obesity**. We knew that a massive, consistent, and unified effort would be needed to reverse the trend. We also knew that as a small philanthropic organization — **a David up against Goliath** — we needed to aim our slingshot very strategically.

After five years and five million dollars, we can now reflect on our process and ultimately our progress. This report shares some of our successes and lessons, and suggests some next steps on this road to a healthier nation.

When we launched *Growing Up Healthy* in 2007, you could walk into almost any school in our region and see the same disturbing scene. Kids sat for most of the day. If they had recess, many of them stood around outside. There was almost no physical education in the classroom schedule. Lunch was heavy on starch and sugar. Even more sugar and soda reigned at birthday parties and afterschool programs.

Our children were in trouble.

The predictions of early onset diabetes and heart disease for this generation were dire. As a health plan that is rooted in caring for communities, there was no way we could ignore this.

Even though we are a small Foundation, our Board was determined that we should “put a stake in the ground” and lead the fight to end the childhood obesity epidemic in our region.

We did our homework, read the Institute of Medicine’s reports on childhood obesity and pored over the breakthrough work of Dr. Christina Economos at Tufts University’s Friedman School of Nutrition Science and Policy. What we learned was that research had not yet produced a “100% certain” antidote, but there were some very promising actions to take. And it was imperative to start taking them – and to get everyone on the same page.

This was the big breakthrough:

It’s not enough to raise awareness, or simply give kids information or special activities.
The nutritious food and physical activity that keep kids at a healthy weight have to be part of their everyday environment; an integrated part of how they live their lives. Healthy choices have to be the only options at every point in a child’s day.
Tools and training for kids and staff alike are the essential building blocks of this vision.

We focused on children ages 6 to 12 because elementary schools and afterschool programs offer an organized set of institutions around which we could focus our limited resources.

With that clarity, we set out to do three things in each of the states we serve:

- Publish the best information on what strategies work in order to inform other funders and people working with children and aggressively disseminate that information;
- Give substantial financial support to a few leading initiatives that are changing environments where children spend most of their days: schools and afterschool programs; and
- Support public policy changes that institutionalize what’s working.

Five years later, I am proud to say that things have changed dramatically and are still evolving in our region’s schools and afterschool programs. The Harvard Pilgrim Health Care Foundation, with a group of incredibly smart and bold partners, has played an important role in this.

We have shown that focus, persistence and investments in the right strategies can pay off even when these investments are relatively small, and that no one can stand on the sidelines of our generation’s greatest threat to children’s health because they think the problem is too big to solve.

We are still engaged. Moving into the second phase of *Growing Up Healthy*, we have just funded two regional projects that are scaling up the best of what we have learned. We will keep you posted on how that work progresses.

As we close the first chapter of the story and begin the second, we want to thank and acknowledge the hundreds of people — those whose work we have funded and many at Harvard Pilgrim Health Care — who have stepped up to give our children a healthier future.

Thank you. You are the true heroes of this movement, and I look forward to what we all will continue to accomplish together.



[Handwritten signature]
Executive Director



Our strategy: change the environment

Growing Up Healthy was a significant undertaking targeted at a serious epidemic. Our strategy was clear: change the environments where children and their families live, study and play, to make the healthier choice the easier choice. We wanted to do this by investing in evidence-based programs on the ground that could provide consistent, healthy opportunities, and by working to change policies.

During five years of *Growing Up Healthy*, the Foundation worked in Massachusetts, Maine and New Hampshire to:

Invest in and share emerging knowledge about childhood obesity and best practices for addressing it by partnering with the Friedman School of Nutrition Science and Policy at Tufts University and Brandeis University's Massachusetts Health Policy Forum.

We funded eight publications, each with a different purpose and scope, including an analysis of the region's strengths and challenges; a report and a toolkit about school nutrition; a parent guide; two policy papers; a white paper; and a legislative report.

Programs: state-specific program grants and sponsorships
\$2,144,662

Policy: grants related to policy and education
\$380,971

Information: grants for report research, publishing and dissemination
\$792,860

Other strategies: promising initiatives in other categories such as access to local food and safe routes to school
\$400,000

Collaboration: conferences and convenings
\$150,000

Support: technical assistance to the funded projects
\$1,131,507

Expand promising efforts to create environments that support healthy eating and physical activity in places where kids spend much of their time including schools, afterschool programs and recreation centers.

We expanded promising programs to over 500 new sites in three states reaching more than 132,700 children through our "anchor" grants in each state, plus smaller supporting grants.

Support policy champions in their efforts to make lasting, institutional change.

We contributed to policy change in each of the three states, including passage of legislation establishing standards for competitive foods (foods not part of school breakfast/lunch programs) served in Massachusetts schools, legislation requiring Body Mass Index (BMI) screening and menu labeling in Maine, and rule changes affecting food served in New Hampshire schools.

Promote conversation and collaboration across key sectors: education, business and health care. Every sector has a role to play, and no one sector can single-handedly address the obesity crisis.

We funded conferences and gatherings that brought people together to collaborate across sectors, such as the New England Food Summit and the Transportation and Land Use Roundtable in New Hampshire.

our reach

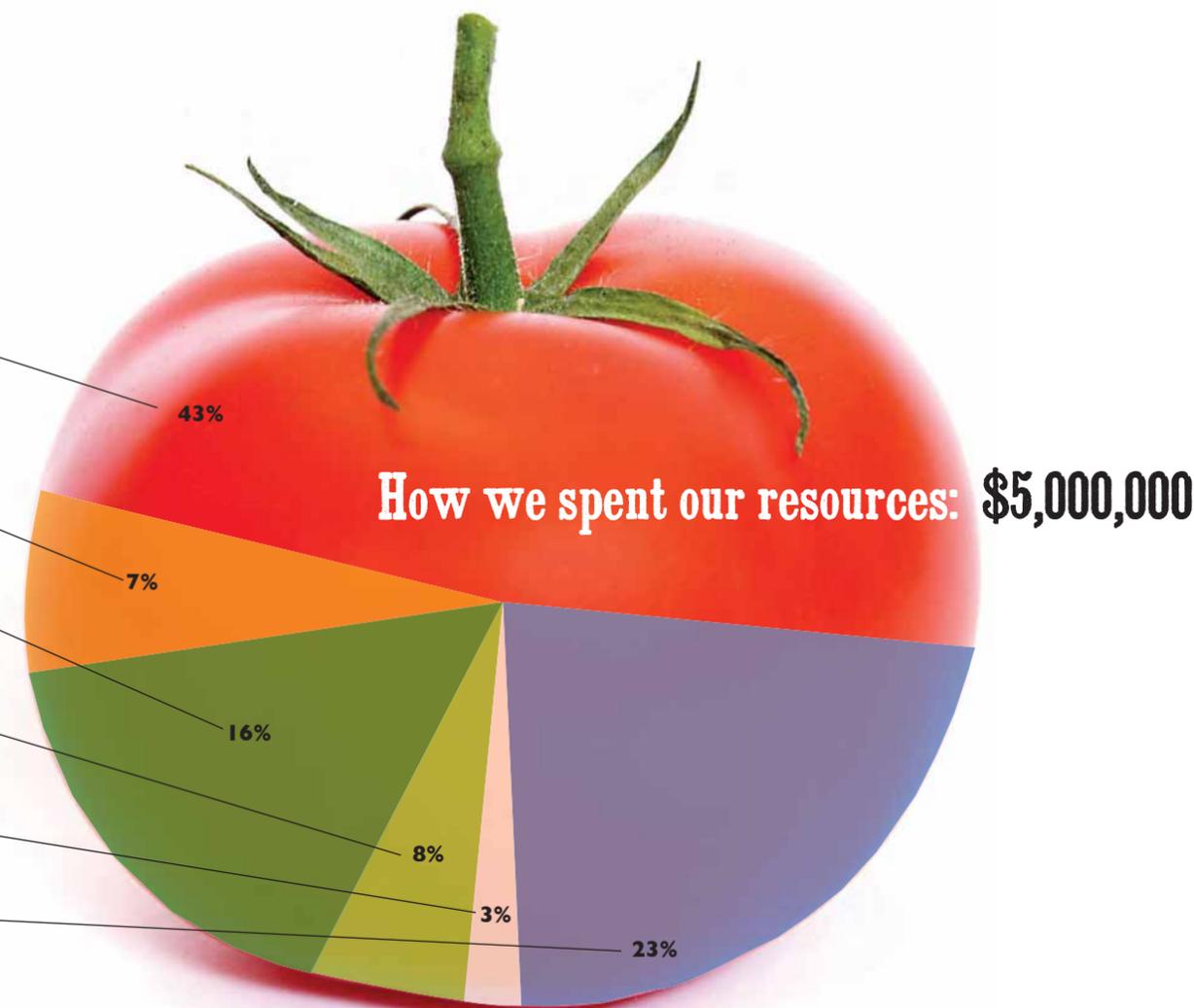
New Hampshire
of sites117
of students7,178+

Maine
of sites358
of students114,000

Massachusetts
of sites28
of students11,542

Total sites by year for all three states
2007-200861
2008-2009133
2009-2010374
2010-2011469
2011-2012503

These statistics do not include Mass in Motion sites.



Sharing Knowledge, Spreading the Word

During five years of *Growing Up Healthy*, the Foundation funded four influential reports to help explain the status quo and advance best practices for addressing it; two comprehensive policy briefs on obesity and physical activity for the Massachusetts Health Policy Forum; a white paper about the consequences of obesity in Maine; and a legislative commission report for New Hampshire.



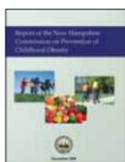
Tipping the Scales in Favor of Our Children (2008)

describes and quantifies the childhood obesity epidemic in our region, highlights promising policy and environmental solutions, and issues a call to action.



Childhood Obesity in Massachusetts: Costs, Consequences and Opportunities for Change (2008)

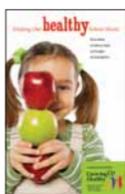
provides an in-depth look at childhood obesity in the Commonwealth and recommends policy solutions.



Report of the New Hampshire Commission on

Prevention of Childhood Obesity (2009)

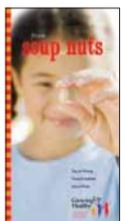
outlines recommendations for addressing childhood obesity to New Hampshire policymakers and activists.



Dishing Out Healthy School Meals: How Efforts to

Balance Meals and Budgets Are Bearing Fruit (2010)

profiles successful school food programs in Maine, Massachusetts and New Hampshire and offers strategies to increase students' access to healthier meals.



From Soup to Nuts: Tips on Moving Toward Healthier

School Meals (2010)

offers a succinct guide for parents, school board or community members, education leaders, and other stakeholders who want to promote healthier meals in their school district.



Balancing Act: Healthy Ideas for Families (2011)

is a family-friendly guide to healthy eating and physical activity.



Youth Obesity in Maine: Present-day Economic Cost

and Academic Consequences (2011)

provides an analysis of the financial and academic challenges resulting from childhood obesity in Maine.



Overweight and Obesity in Massachusetts: A Focus on

Physical Activity (2012)

examines the reasons Massachusetts children are not getting enough physical activity and makes policy recommendations to address them.



public policy wins

During five years of *Growing Up Healthy* the Foundation helped to bring about some important policy changes in our three target states, including:

- Passage of the soda tax (2008; Maine)
- Passage of statewide legislation requiring BMI reporting (2009; Massachusetts)
- Passage of statewide legislation requiring BMI reporting and menu labeling (2009; Maine)
- Passage of the Massachusetts School Nutrition Law (2010; Massachusetts)
- Rule changes affecting foods served in schools (2011; New Hampshire)



Our strategy at work: creating change in three states

The Foundation set out to fund one significant initiative in each of the three states served by Harvard Pilgrim Health Care.

We sought initiatives that would:

- be evidence-based
- change the environment relative to food and physical activity for children ages 6 to 12
- involve consistency and commitment over time
- be supported by other funders

In addition, we funded a number of smaller efforts that met the goals of *Growing Up Healthy* while testing new strategies and opportunities, such as increasing access to local foods, promoting walking and biking to school, and engaging local sports teams in schools and afterschool programs.

Our three “anchor” grants are described on the following pages.

MASS IN MOTION

MOVING TOWARD HEALTHIER COMMUNITIES

WHERE:

Massachusetts

WHEN:

2009-2012

GOAL:

To promote community-based, cross-sector solutions to prevent obesity.

FOUNDATION FUNDING:

\$250,000

LEVERAGED FUNDING*:

\$17,250,000 (including funding through 2015)

NUMBER OF MASS IN MOTION COMMUNITIES:

14 original communities, currently 52

RESULTS:

After three years of funding, the 14 original *Mass in Motion* communities report that:

- The percentage of children classified as obese or overweight decreased by 2.4% in five communities studied with at least three years of BMI data
- 9 communities have started walking/biking-to-school programs
- 4 are supporting safe park initiatives
- 4 have improved school food
- 4 have made afterschool programs healthier via fresher food and/or physical activity
- 4 have established school gardens
- 1 has begun sidewalk expansion to make walking easier
- 1 has put fresh fruits and healthy snacks at gas station convenience stores
- 1 has begun operating a mobile farmers market in low-income neighborhoods

* Leveraged funding refers to quantifiable financial and in-kind resources provided beyond the support of the Foundation.

They say all politics is local, and the same is true in public health. *Mass in Motion* is a partnership among foundations, businesses, state government and local elected officials to make community environments healthier for everyone. The strategy was to replicate the success of *Shape Up Somerville* — a citywide environmental change intervention to prevent obesity — by promoting more strategic use of state and local public funds, while adding private grant funds to make changes beyond those possible with public dollars.

The Foundation was one of five Massachusetts philanthropies that created a partnership with the Massachusetts Department of Public Health. The goal was to support broad-based community efforts to improve health and wellness in 14 communities across the state. Led by their elected officials, these communities completed comprehensive health improvement plans and received technical assistance to make important changes to the local food and physical activity environments. Recently, with federal funding, this effort has expanded to an additional 38 communities. Here are two examples of what communities are doing:

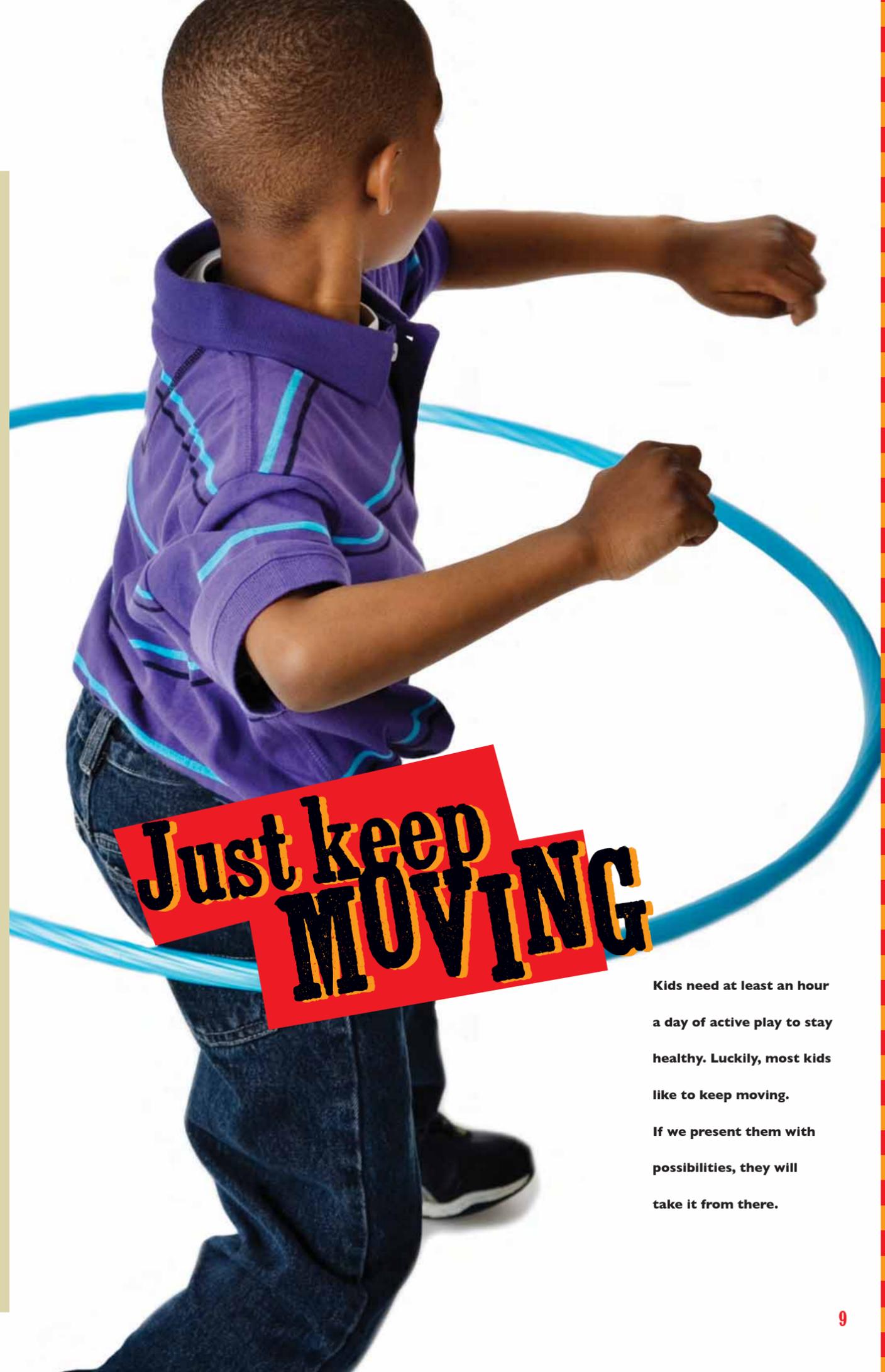
Springfield *Mass in Motion* leaders worked to make existing community resources safer and more accessible. By studying the city's obesity demographics and recreational spaces, the team found that the areas with the highest rates of obesity were those where there were no safe places for physical activity. Together with school and municipal leaders, the team chose two schools in areas of need, secured additional private funding, and staffed the school gyms for a three-month evening basketball program. More than 100 kids came to play, keeping the gyms nearly at capacity almost every night. Almost two-thirds of kids surveyed said if they were not at the gym they would be watching TV or playing video games.

“If you leave the lights on, the kids will come.”

Paula Thayer, Assistant Director of Springfield Recreation, on the success of her city's *Mass in Motion* initiative to open school gyms for evening basketball programs.

In New Bedford, the *Mass in Motion* team focused on encouraging healthy options in the city's many restaurants. Working with local partners, including the mayor's office and health department, the team created *Healthy Dining New Bedford* to encourage local eateries to offer healthy options. Those that join the program get extra publicity in local websites, social media and publications, and a decal for their windows recognizing their efforts. In the first month alone ten restaurants applied.

Mass in Motion shows the power of connecting engaged elected leadership to trained and resourced citizen activists. It is a model that has spread far beyond the original 14 *Mass in Motion* communities and is the primary reason that Massachusetts successfully competed for \$15 million in federal Community Transformation Grants. With a total of 52 communities now implementing *Mass in Motion* plans, the program has become a national model for bringing health home, street by street and block by block.



**Just keep
MOVING**

Kids need at least an hour a day of active play to stay healthy. Luckily, most kids like to keep moving. If we present them with possibilities, they will take it from there.



**Tastes
GOOD!**

**If you serve it,
they will eat.
Offering kids healthy
snacks and meals
helps them learn
that eating well
and feeling well go
hand-in-hand.**

At schools, camps and recreation programs across New Hampshire, more kids than ever before are learning about the benefits of a healthy lifestyle. But most of them don't see it that way. Most of them just think they are having fun together.

That's the beauty of CATCH Kids Club (CATCH), an evidence-based afterschool, summer and community recreation program designed to promote healthy physical activity and eating behaviors in elementary school-age children. By participating in a wide variety of fun and inclusive physical activities and games, and eating appealing and nutritious snacks, the kids are making important connections between being healthy and being happy.

Led by the Foundation for Healthy Communities, a non-profit New Hampshire organization focused on improving health and health care through innovative partnerships, CATCH has been funded by the Harvard Pilgrim Health Care Foundation since 2007. Foundation support enabled sites to receive CATCH training, to purchase the equipment needed to implement CATCH physical fitness activities, and to assess and create or strengthen policies governing food, such as snacks and vending machines.

Over five years, the Foundation funded 53 training sessions, which trained 919 staff to implement CATCH. In addition, 29 of those who were trained are now also certified to train others. With an arsenal of more than 350 different activities, CATCH leaders involve kids in at least 30 minutes of daily physical movement, at least half of which is moderate-to-vigorous.

CATCH is now the standard for afterschool programs in New Hampshire. They match the state's culture of individualism while providing easily adaptable, evidence-based strategies for keeping kids healthy. The proof of their success is that BOOST NH, the state's primary afterschool support organization, has adopted the CATCH training model as one of its statewide training options. This makes CATCH sustainable beyond Harvard Pilgrim's funding and available to all communities. More importantly, it means that CATCH is the way New Hampshire "does" afterschool programs for the foreseeable future — a triple win for New Hampshire's kids and families.



"I am so very impressed and proud, and I hope that other states look here for models of what can be done when people take hold of a problem, come together and create solutions that make sense." **First Lady Michelle Obama**

during a visit to the Penacook Community Center's CATCH Kids Club

WHERE:
New Hampshire

WHEN:
2007-2012

GOAL:
To expand CATCH Kids Club, an evidence-based afterschool, summer and community recreation program, that promotes exercise and healthy eating in elementary school-age children.

FOUNDATION FUNDING:
\$285,000

LEVERAGED FUNDING:
\$222,000+

NUMBER OF SITES IMPLEMENTING CATCH:
4 sites in 2007, now 108 sites serving children in nine out of ten NH counties

NUMBER OF STUDENTS INVOLVED: 6,000+

- RESULTS:**
- 83% of sites say kids are spending more time being physically active, and 48% of sites say kids consumed more healthy food as a result of the program.
 - 100% of directors and 61% of staff agree or strongly agree that children participating in CATCH spend more time in moderate to vigorous physical activity.
 - 919 staff members at CATCH sites have been trained in the model and an additional 29 trainers have been certified to train others.
 - CATCH site directors and staff report they are pleased with CATCH: 96% of directors and 81% of staff say they would recommend CATCH to other afterschool programs.

LET'S GO!

5210 GOES TO SCHOOL

WHERE:
Maine

WHEN:
2007-2012

GOAL:
To use 5210 strategies in schools to address policies, practices and environmental changes that can influence healthy lifestyle behaviors.

FOUNDATION FUNDING:
\$550,000

LEVERAGED FUNDING:
\$827,609

NUMBER OF SCHOOLS REACHED:
358 in 84 school districts

NUMBER OF STUDENTS INVOLVED:
114,000

- RESULTS:**
- 83% of schools report implementing strategies that limit sugar-sweetened beverages and 78% report providing more opportunities for students to drink water.
 - Over half of schools (58%) report making changes to incorporate more physical activity into the school day in all or most classrooms. 51% have made changes to limit recreational screen time.
 - Early results of the five-year *Let's Go!* demonstration project in Greater Portland indicate that the growth in obesity may be slowing.

Children spend much of their lives in school, where they gain far more than academic knowledge. In school they not only learn together, they also eat and play together. What better place to reach them with positive lessons about healthy eating and active living?

That's the idea behind the *Let's Go! 5210 Goes To School* program, which provides participating schools with a toolkit, online resources, and technical assistance to help them create a culture of health for children and teachers. Through collaboration with the Kids CO-OP of The Barbara Bush Children's Hospital at Maine Medical Center, the Foundation has funded and helped to implement this program, which is part of Maine's larger *Let's Go!* initiative.

Let's Go! 5210 Goes to School helps schools make changes in policies, practices, and environments to achieve ten key strategies:

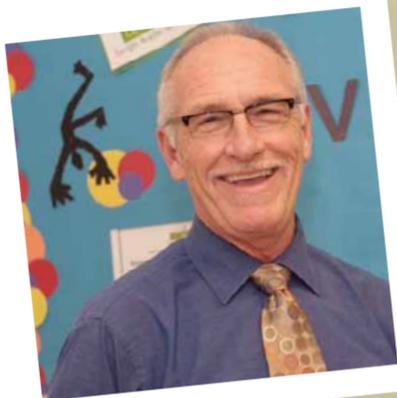
1. Provide healthy choices for snacks and celebrations; limit unhealthy choices.
2. Provide water and low fat milk; limit or eliminate sugary beverages.
3. Provide non-food rewards.
4. Provide opportunities for children to get physical activity every day.
5. Limit recreational screen time.
6. Participate in local, state, and national initiatives that promote healthy eating and active living.
7. Engage community partners to help support and promote healthy eating and active living at each site.
8. Partner with and educate families in adopting and maintaining a lifestyle that supports healthy eating and active living.
9. Implement a staff wellness program that includes healthy eating and active living.
10. Collaborate with school food and nutrition programs to offer healthy food and beverage options.

The initial success of *Let's Go! Greater Portland* led to the expansion of *Let's Go!*, now a statewide program. Twenty regional/local organizations are implementing *Let's Go!* in their communities, including 15 of the 16 counties of Maine. Recently, *Let's Go! Wabanaki*, representing Maine's four tribal communities, joined *Let's Go!*.

In 2011 *The Wall Street Journal* profiled *Let's Go!* as a successful community obesity prevention model, showing the way to healthier schools, families and communities.

"Being part of Let's Go! has made a difference for our entire staff. People are much more conscious of daily exercise, better eating habits, better choices for classroom celebrations. It really encourages the healthy lifestyle that many of us try to live."

John Flaherty, Principal, Falmouth Elementary School



What does 5-2-1-0 mean?

It's a campaign to remind children and their families that each day they should:

Eat 5 fruits or vegetables

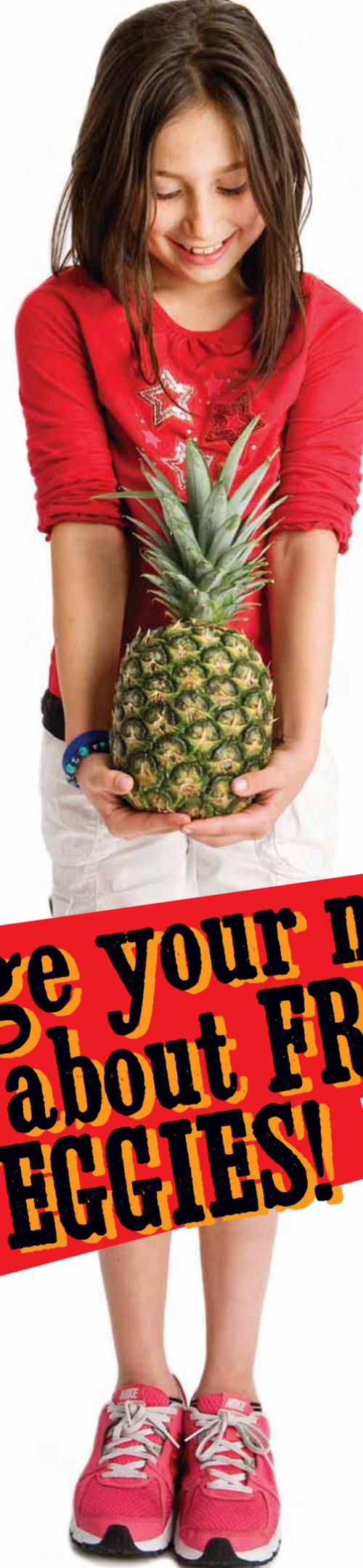
Limit screen time to 2 hours or less

Get at least 1 hour of exercise

Drink 0 sugary drinks

change your mind about FRUITS & VEGGIES!

Kids love to cook. Helping to make healthy snacks and meals is a great way for kids to learn about new foods.



What we learned

Learning inevitably involves learning. Five years of funding and implementing *Growing Up Healthy* have yielded lessons about what works, and why, and where the biggest challenges still lie. With help from some of the region's leading public health advocates, we offer some lessons from our experience.

Slow and Steady Wins the Race Culture change is a marathon, not a sprint. “We didn’t get here overnight,” says **New Hampshire’s First Lady Susan Lynch, MD**, whose combined roles — she’s also a pediatrician with a long-time focus on cholesterol in children — give her a unique perspective on the need for and the challenges of effecting change. “This kind of change takes time,” she says. Change is incremental, and the key is to continue moving forward, building on each step and each success.

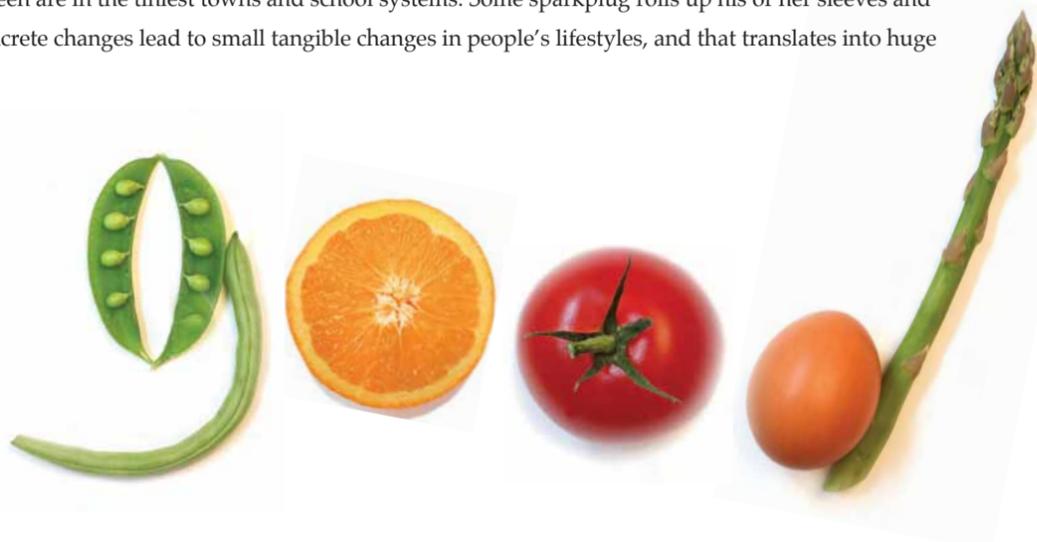
Homework Counts Identifying and addressing information gaps is an important first step. The Foundation funded four influential reports for different audiences to help explain the status quo and advance best practices for addressing it; two comprehensive policy briefs on obesity and physical activity for the Massachusetts Health Policy Forum; a white paper about the consequences of obesity in Maine; and a legislative commission report for New Hampshire.

This is a critical step, says **John Auerbach**, former Massachusetts Commissioner of Public Health. “The Foundation’s work focused attention on the seriousness of the problem and gave a much-needed boost to the efforts that had been underway for years to pass a school nutrition bill.” That bill, which strengthens wellness planning, increases consumption of healthy foods and reduces access to sugary drinks and junk food, was passed by the Massachusetts legislature in 2010.

Replicate the Most Promising Strategies Evidence-based strategies are the most promising, and it makes sense to replicate and spread these strategies to advance progress. “You want to put your money into things that work,” says **Dora Mills, MD, MPH**, who was head of Maine’s Center for Disease Control and Prevention when the Foundation first began its *Growing Up Healthy* work in her state. “To be cost-effective, it is important to put your resources into evidence-based strategies. Medicine has learned this the hard way, by putting too much money into things that didn’t work.”

Momentum and Opportunity Start at the Local Level While First Lady Michelle Obama shows the power of a national stage for getting the obesity prevention message to the public, changes to policies and environments, necessary to create and sustain behavior change, tend to happen at the local level.

Local efforts are powerful and important, especially because it is difficult to bring about effective policy or environmental change at the state, regional or national level. New Hampshire First Lady Susan Lynch says that in her state, “We have not had as much policy change through legislation as we’ve had grassroots efforts in local schools and local communities. Some of the best initiatives I’ve seen are in the tiniest towns and school systems. Some sparkplug rolls up his or her sleeves and starts something. Little concrete changes lead to small tangible changes in people’s lifestyles, and that translates into huge improvements.”



Some Solutions Lie Upstream And yet...it is also important to remember that all local efforts are set against the backdrop of bigger, broader, more complicated issues. Too narrow a focus can lead to silos of success that don’t spread beyond the local level. Taking a broader view and supporting efforts that are “upstream” for example, can be very effective.

As Chief Sustainability Officer at the University of New Hampshire, **Tom Kelly, PhD**, wanted to organize a New England Food Summit in 2011 to support the development of a sustainable regional food system. He was pleased that the Foundation understood its value, and its relationship to obesity, and offered to support it both financially and with leadership involvement on the steering committee.

“If we don’t build a resilient local food system, we are in jeopardy of not providing healthy foods,” says Kelly. “This is, in a way, primary prevention for the long term.”

It’s a Team Sport No one will solve the obesity epidemic alone – not doctors, not schools, not the government, and not a single foundation. But foundations *are* uniquely able to serve as connectors, bringing together people and organizations from across sectors to work in collaboration, and helping them see that addressing obesity is not just the job of public health professionals.

Sandra Van Scoyoc, President of HNH Foundation in Concord, New Hampshire says, “An effective foundation brings more than money to the table. To be effective you need to be a convener: putting people and initiatives together, and building synergy.”

Small is Powerful Huge investments of cash are not always required to make a difference. While funding is important, of course, so is strategic leadership, which small regional and statewide foundations are ideally positioned to offer.

A small foundation’s power lies, in part, in its flexibility and “boots on the ground” approach to grant making, and often in its role as a fellow community member. **Carter Friend, JD**, Senior Vice President of Community Impact at the United Way of Greater Portland, and now a Foundation Board member, was a founding director of *Let’s Go!* in Maine. “The Foundation brought creativity and leadership to the table. We asked them to make a leadership contribution, to help provide strategic direction for the project, and they helped us develop the model, and have stayed involved at that leadership level.” *Let’s Go!* is now being replicated across the nation.

A small foundation can also create connections among community members who share common goals and needs. Says **Gus Schumacher**, Executive Vice President of Policy at Wholesome Wave, a Connecticut-based organization that works throughout the nation to improve accessibility and affordability of healthy, locally grown produce, “We introduced the Foundation to the Federation of Massachusetts Farmers Markets, which they funded for two years, and they introduced us to a hospital-based group in Maine that was working to address obesity. We began working with that group, and our partnership is really taking off.”

We Are Better Together Philanthropic organizations are most effective when they join together in a common cause. Foundations must be willing to work as partners rather than rivals, sharing credit, building leverage and increasing the impact of each group’s contributions. Many entities — non-profit organizations, government agencies, universities, businesses, and philanthropies — are recognizing the need to work more collaboratively on public health challenges, says Tom Kelly. “It is a different way of working, where everyone is a stakeholder at the table,” he says. “It requires leadership and an open outlook. To see philanthropic organizations working together, practicing cooperation, is just great. It can mean the difference between preventing fires or putting all our money into putting them out.”



tested



Where do we go from here?

Many challenges remain and foundations must continue to lead, especially in the following areas.

Enhance Coordination and Information Sharing at the Local, State and National Levels

The nation is more aware of the obesity crisis than ever before, and excellent work and lessons are emerging from many places. Foundations can play a critical role in gathering, synthesizing, and sharing these lessons horizontally – across communities, and vertically – up from local communities to the state and national levels.

“We’ve had some major policy initiatives in the past five years that have begun to move the needle,” says Maine’s Dora Mills, *“but these changes are a patchwork quilt. Some places have made big changes, and others not at all. We are really swimming upstream trying to get everyone in line with the best practices.”*

Build Infrastructure to Support Policy Change

“Policy solutions are terribly important,” says **Charles Deutsch, ScD**, Deputy Director of the Catalyst Program at the Harvard School of Public Health. Policy changes are integral to moving the needle on obesity trends. They can catalyze fiscal support from the public sector that helps to sustain and institutionalize emerging best practices currently funded by philanthropy and other private sources.

Effecting policy change beyond a local level is very challenging, and philanthropy can play a key role in supporting the development of a strong advocacy infrastructure, says Massachusetts State Representative **Jeffrey Sanchez, MPA**. Foundations can contribute essential ingredients to foster change including operating support and other funding; making connections and fostering partnerships; supporting policy research; and convening stakeholders. *“Legislation to measure BMI in our state, and to allow businesses that create a market for healthy foods to qualify for tax credits, that came out of work that philanthropy did together with government,”* says Sanchez.

Focus on the Next Frontier: Engaging Families

Even as we make encouraging progress at building healthier school and community environments, parents and families still make decisions at home every day that affect health and weight. Many families need support and education in order to change family habits or traditions, once they recognize the need to do so. This must be a strong area of focus going forward.

“We need to reach out more effectively to families, especially families who struggle with poverty,” says Charles Deutsch. *“It’s far easier to measure how many minutes of physical education schools are providing than it is to understand what’s going on at home with families. What do moms decide to buy and not buy? Why? How do they approach the use of TV and other media? We need to do a better job answering these questions.”*

Local food activist **Amber Lambke** has worked with a partner to revitalize Maine’s lost grain economy by restoring and re-opening a grist mill in Skowhegan. She says at the local farmers market she regularly sees the sort of one-to-one training that begins to change families’ habits, whether it’s a conversation between a customer and a vendor about how to prepare a vegetable, or through more organized cooking demonstrations where visitors get to watch, learn, smell and taste. By exploring these opportunities, and by funding and evaluating demonstration projects, foundations can help to identify best practices for engaging families in healthy living.

so what's



for Growing Up Healthy?

With the first phase of *Growing Up Healthy* ending in 2012, the Foundation's Board completed a rigorous strategic planning process to determine the next chapter of our obesity prevention work. Building on the key lessons learned in the first five years about creating healthier environments, the Board launched a competitive grants program, *Expanding Our Reach*, with the aim of replicating a select few of the region's most powerful strategies across Harvard Pilgrim's three states.

By choosing two of the most promising efforts to make children's lives better in terms of nutrition and physical activity, the Foundation expects to engage parents, teachers, health care providers, and community and political leaders to continue to build communities and policies that ensure children's health.

The two projects, *Healthy Kids Out of School* and *Let's Go! Healthcare*, described below, were announced in March, 2012. Each will receive \$1.5 million over three years. Combined, they will touch nearly every community in the region.

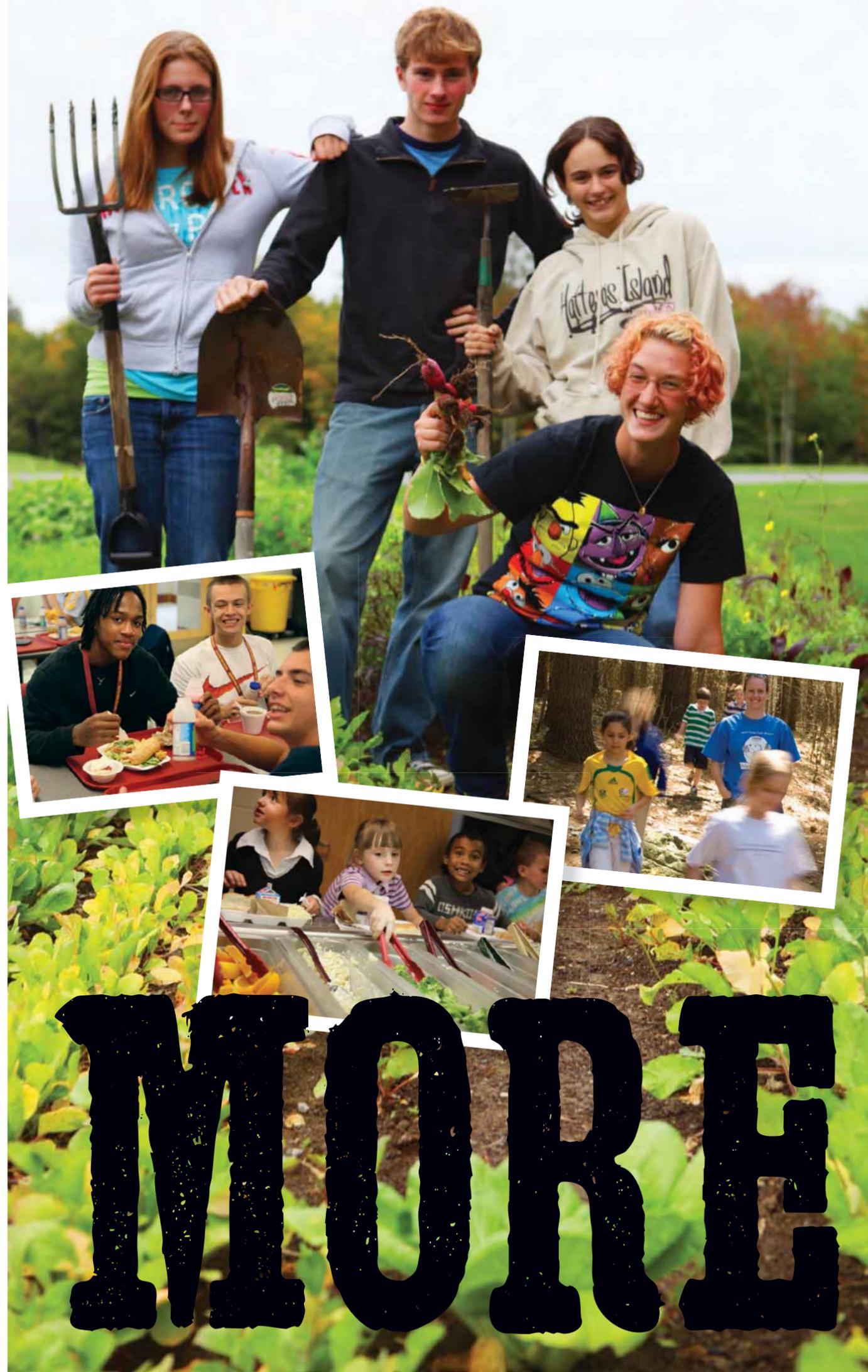
Healthy Kids Out of School. This initiative of ChildObesity 180, led by researchers at Tufts University's Friedman School of Nutrition Science and Policy, unites out-of-school organizations in the region, serving up to 500,000 children, around core nutrition and physical activity principles. The program emphasizes simple yet meaningful changes — substituting water for sugary drinks, encouraging physical activity, and serving fruits and vegetables as snacks — that can result in healthy habits that last a lifetime.

Let's Go! Healthcare. A program of the *Let's Go!* childhood obesity prevention initiative, led by MaineHealth, this program will provide educational materials and training to 192 physician practices and 14 hospital/health centers working with patients and their families, to promote healthy eating and physical activity. This

multi-level program is designed to help prevent, assess and treat childhood obesity and will provide health care professionals with the resources, training, tools, techniques and support they need to influence the children and families in their care.

Gaining traction against the big problem of childhood obesity requires focus, flexibility, creativity, collaboration and a long-term commitment. Other successful public health campaigns, such as anti-smoking and seatbelt wearing, required decades of work before behavior began to change broadly and in significant ways.

Together with our grantees, the Foundation has achieved important successes. We are committed to expanding on those successes, because we know that there is work still to do. We are ready, and excited, to continue our efforts to ensure that the next generation, and the one after that, will live long, healthy, productive lives.



MORE

**Growing Up Healthy Grantees
2007-2012**

Massachusetts

Albert Schweitzer Fellowship
 Boston Chinatown Neighborhood Center
 Boston Collaborative for Food and Fitness
 Boston Public Health Commission
 Boston Schoolyard Funders Collaborative
 Boys and Girls Clubs of Boston
 Brandeis University - Massachusetts Health Policy Forum
 City Year, Inc.
 EcoTarium
 Federation of Massachusetts Farmers Markets
 Food Project
 Harvard Pilgrim Department of Ambulatory Care and Prevention
 Harvard School of Public Health
 Health Resources in Action, Inc.
 Holyoke Food & Fitness Policy Council
 Massachusetts 2020
 Massachusetts Department of Public Health
 Massachusetts Farm Bureau Agricultural Preservation Corporation
 Massachusetts Health Council, Inc.
 Massachusetts Public Health Association
 Partners for a Healthier Community
 Tufts University Friedman School of Nutrition Science and Policy
 United Way of Greater Plymouth County
 WalkBoston

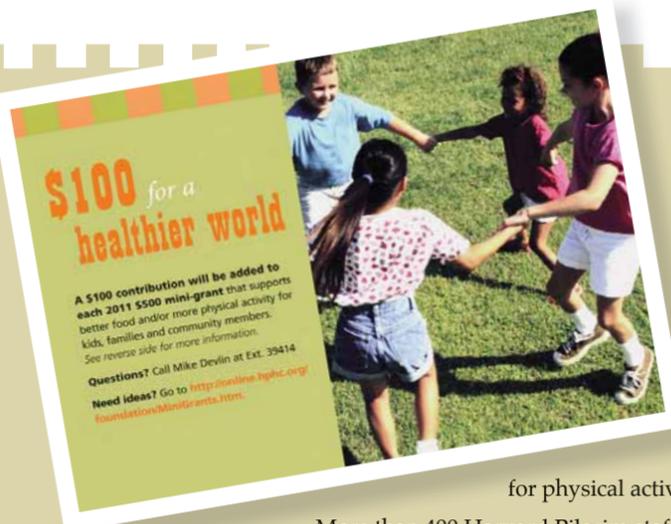
New Hampshire

Derry Rail Trail Alliance
 Foundation for Healthy Communities
 HNH Foundation

International Institute of New Hampshire
 Keene State College
 Manchester Monarchs
 Manchester School District Food & Nutrition Service
 Monadnock Community Hospital
 New Hampshire Charitable Foundation
 New Hampshire Children in Nature Coalition
 Parenting New Hampshire
 Saint Anselm College
 Southern New Hampshire Medical Center
 Unity Elementary School
 University of New Hampshire Foundation
 Upper Valley Trails Alliance
 Winnisquam, Opechee, Winnepesaukee Trail

Maine

Daniel Hanley Center for Health Leadership
 Foundation for Maine's Community Colleges
 Health Policy Partners of Maine
 Heart of Maine Resource Conservation and Development Council
 Kids CO-OP - The Barbara Bush Children's Hospital
 Maine Bureau of Parks and Lands
 Maine Center for Public Health
 Maine Community Foundation
 Maine Department of Conservation
 Maine Department of Education - Office of Coordinated School Health
 Maine Organic Farmers and Gardeners Association
 Maine Philanthropy Center
 MaineHealth
 Preble Street Resource Center
 Skowhegan Farmers' Market
 United Way of Greater Portland
 Western Foothills Land Trust



\$100 Dollars for a Healthier World

In celebration of our report on school food, *Dishing Out Healthy School Meals*, we added a \$100 bonus to the \$500 we offer annually to Harvard Pilgrim employees to give to the local charity of their choice. The bonus grants were available if their purpose was to bring healthier food and/or more opportunities

for physical activity to employees' home communities.

More than 400 Harvard Pilgrim staff, along with staff from our corporate partners (Dell Services and Health Plans, Inc.), responded with projects ranging from community gardens to walking clubs to learn-to-swim programs. Nearly \$250,000 in \$600 contributions was distributed across the region, making places healthier and creating an enthusiastic group of employee "health ambassadors."

Harvard Pilgrim Health Care is a full-service health benefits company serving members throughout Massachusetts, New Hampshire, Maine and beyond. Our mission is to improve the health of the people we serve and the health of society. The Harvard Pilgrim Health Care Foundation provides the tools, training and leadership to help build healthy communities by supporting programs that address childhood obesity; improve the health of communities impacted by health disparities; and support our employees as they invest their time and talents across Massachusetts, New Hampshire and Maine.

www.harvardpilgrim.org/foundation

**Make one
in three
history.**

Harvard Pilgrim Health Care

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