



10 YEARS!

ALLIANCE FOR A  
HEALTHIER  
GENERATION





# Our Mission

To reduce the prevalence of childhood obesity and to empower kids nationwide to make healthy lifestyle choices.



10 YEARS!

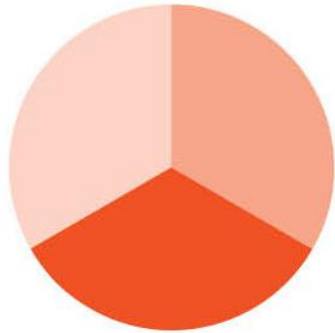
ALLIANCE FOR A  
HEALTHIER  
GENERATION



**Childhood obesity has  
almost tripled  
in children and adolescents  
in the past 30 years.**

# Today about one out of three children

and adolescents (ages 2-19) in the United States  
is overweight or obese, putting them at risk for  
serious health problems.



33%

# The Cost of Obesity: An American Epidemic



## Health Care System Costs

- \$190.2 - \$209.7 billion annually
- Obesity - 21% of health care costs



**There is not one cause  
and therefore, not one solution.**



# Alliance for a Healthier Generation

## Our Focus



Changing policies,  
systems and  
environments



Building the  
capacity of  
community-based  
institutions AND  
changing corporate  
practices



Scaling up  
evidence-based  
practices AND  
building the  
evidence base



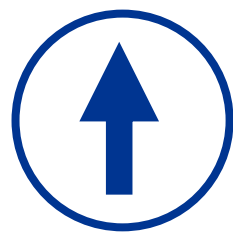
Creating a  
collaborative culture  
of continuous  
improvement in our  
nation's schools and  
communities





**Create Systemic Solutions  
to Eliminate Barriers and  
Change Supply**

**Support Local Policy,  
Systems and  
Environmental Change and  
Drive Demand**





# Changing Supply

A background photograph of a school food pantry. Several students and a few adults are seen interacting with food supplies. In the foreground, a student in a red hoodie is looking at items on a table. To the right, another student in a blue hoodie is also looking at the food. In the background, a woman in a pink apron is visible, and other students are standing around the tables. The tables are covered with various food items, including boxes of instant noodle cups and bags of snacks.

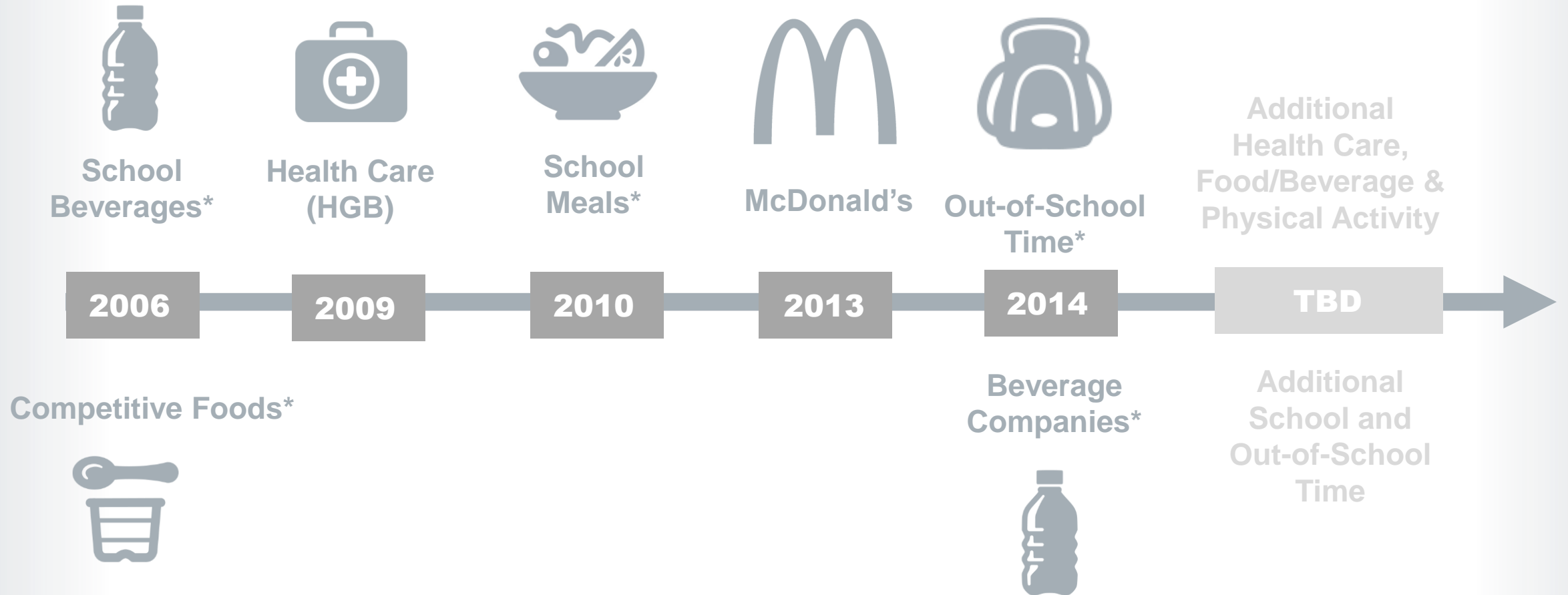
**We Must  
Work With  
Industry to End  
Childhood  
Obesity**

**We Keep  
Implementation  
at the  
Forefront**

**We Don't Accept  
Money From  
Industries We  
Negotiate With**

**We Measure,  
Report Progress  
and Ensure  
Results**

# Voluntary Agreements



*\*Local components to drive demand*

# Changing Supply





# Results in Schools





*The Coca-Cola Company*

 DR PEPPER  
SNAPPLE GROUP

 pepsi

 AMERICAN  
BEVERAGE  
ASSOCIATION





*Campbell's*

**DANNON**®

**FritoLay**  
Good fun!

 **kraft foods**

 **Masterfoods**

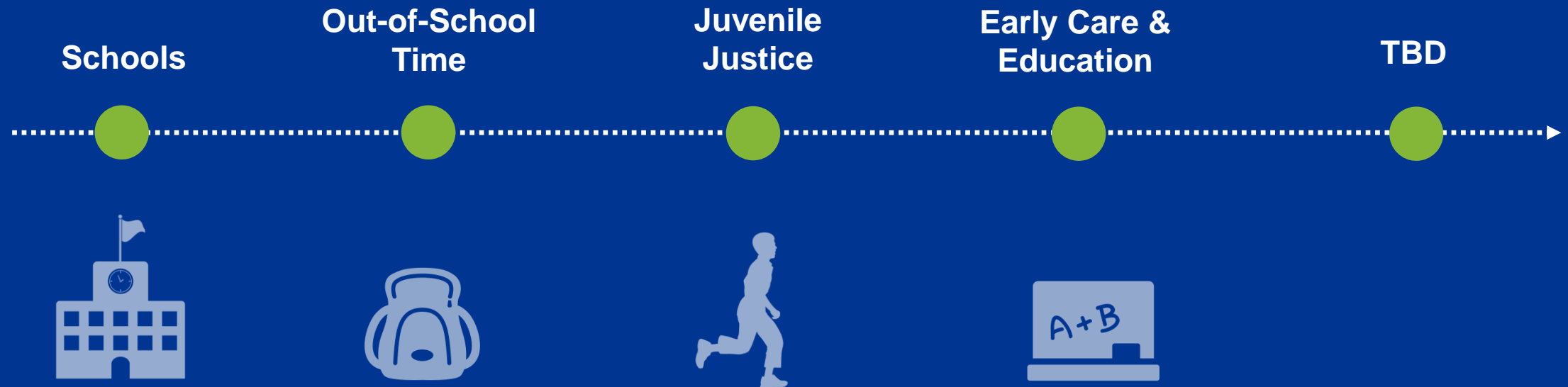
*And more*





*And more*

# Successes Applied to Other Youth Environments



# Leveraging Relationships to Affect Community Change

**Youth  
Settings**



**Company  
Relationships**

**Community  
Settings**





# Changing Supply Community Results



## Fruit & Low-Fat Dairy Served\*



**38 MILLION**

Cuties® clementines

Nov '14-March '15



**380 MILLION**

bags of apple slices

Jan '14 - Dec '14

**Go-GURT®**

**161 MILLION**

Go-Gurt® low-fat yogurt  
with 25% less sugar than  
the leading kids' yogurt\*\*

Jul '14-May '15

# What's Next?

**Game-Changing  
Results to Date**  
Incremental  
Food & Beverage  
and Health Care  
Systems Change



**More Fundamental  
Systems Change**  
Upstream  
Community Results  
Health Inequities



**What You Can Do  
to Change the  
Conditions  
that Lead to a  
Healthier  
Generation**







FOUNDED BY:



**HealthierGeneration.org**

