This report represents ALLIANCE FOR A HEALTHIER GENERATION INC ’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
To reduce the nationwide prevalence of childhood obesity and to empower kids to make healthy lifestyle choices.
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1. What are we aiming to accomplish?

The goal of the Alliance for a Healthier Generation is to reduce the prevalence of childhood obesity and to empower kids nationwide to make healthy lifestyle choices. We work with schools, companies, community organizations, healthcare professionals and families to transform the conditions and systems that lead to healthier kids. Each child’s environment is our focus. The places children spend their time are the places that determine their behaviors. We believe that if we can empower the people who influence these environments by giving them easy access to science-based resources and best practices, we can create a movement that transforms the places kids spend their time into healthy environments that encourage the healthiest lifestyles.

2. What are our strategies for making this happen?

The Alliance works on three initiatives to reach its goal of reducing the prevalence of childhood obesity: The Industry Initiative brokers voluntary agreements with leading companies that increase children’s access to healthcare, healthier foods and beverages and physical activity. The Healthy Schools Program (HSP) supports more than 29,000 schools across the country to create healthier school environments that promote nutritious eating and physical activity and recognizes those schools that succeed. The Healthy Out-of-School Time initiative supports out-of-school time providers with a science-based framework designed to create environments where youth are encouraged to eat healthier and move more. The end goal of this multi-sectorial approach is to hasten a tipping point where healthier environments – in homes, schools, and across the community – are the norm and not the exception in this country.

3. What are our organization's capabilities for doing this?

The Alliance for a Healthier Generation is uniquely positioned to reach and impact diverse communities across the United States. Recognized as a leader in the children’s health space, the Alliance partners with a number of organizations, both local and national in scope, including, but not limited to, Let’s Move! Active Schools and Partnership for a Healthier America to support our progress towards reducing the prevalence of childhood obesity. The Alliance’s Healthy Schools Program is the only national program that provides training and technical assistance directly to schools on comprehensive health systems change and it’s the only national recognition program of its kind. Independent evaluation of the HSP has confirmed that the Healthy Schools Program hastens policy and program change, as well as student behavior change. To ensure that its schools have access to all of the resources necessary to be successful, the Alliance has developed strategic relationships with more than 100 organizations working in the school health space. The Healthy Out-of-School Time Initiative works with more than 6,300 out-of-school time sites. Alliance out-of-school time experts contributed to the development of the Healthy Out-of-School Time Coalition Healthy Eating and Physical Activity Standards (HEPAS), adopted by the National AfterSchool Association in Spring 2011. Current collaborations within the afterschool health space include the National Institute on Out-of-School Time, the YMCA of the USA, the National AfterSchool Association, the Forum for Youth Investment, the Afterschool Alliance, and the National Summer Learning Association. In addition, state and local collaborations are critical to the successful implementation of the HOST Framework intervention. Through the Alliance’s Industry Initiatives, the Alliance works collaboratively with food and beverage companies, health insurance companies, employers and businesses to improve access to healthier foods and beverages and healthcare. The Alliance has partnered with businesses such as the American Beverage Association, Coca Cola, Dr Pepper, PepsiCo, Campbell’s, Dannon, Kraft, Blue Cross of North Carolina, Aetna, Accenture and WellPoint through voluntary agreements to ensure children have access to the prevention and treatment of childhood obesity and healthier food and beverage options. The Alliance’s functions as a national organization with strategically located field offices. This structure allows for the Alliance to target its programs and services in the highest-need communities.
4. How will we know if we're making progress?

The Alliance has developed a 5 year strategic plan, in part to determine and prioritize the Alliance's five year measures of success and key strategies. The Strategic Plan is based on meeting the Alliance's mission of reducing the prevalence of childhood obesity and includes both reach and impact measures of success. The Alliance's reach and impact measures, include: 1. The Alliance will have reached at least 80 percent of all children and youth through its efforts. This will be measured by overall reach of Alliance programs as compared to the overall number of school-aged youth in the United States. 2. The Alliance will have impacted 25 percent of youth, educators, parents, healthcare providers, and adult allies to demand healthier environments for all children and youth, with emphasis in communities disproportionately impacted by the obesity epidemic. This will be measured by the overall impact of Alliance programs on its target markets. Key Healthy Schools Program impact measures include schools’ progress towards implementing new policies and programs that facilitate access to and promotion of physical activity and healthier eating, as well as student behavior and body mass index change. The Alliance also measures policy and program implementation progress as key outcome measures. The key goals of the Healthy Out-of-school Time Initiative are to build long-term capacity within out-of-school time settings to increase children’s access to nutritious snacks and meals and physical activity and improve families’ ability to extend their children’s healthy food and beverage choices at home. Key Healthy Out-of-School Time Program impact measures include progress towards implementing new policies that improve access to healthy food and beverages and physical activity and increasing knowledge and positive behavior change among youth participants at out-of-school time sites.

5. What have and haven't we accomplished so far?

We have changed the way kids eat. In the last ten years, the Alliance has been a trailblazer in changing the landscape of nutrition before, during and after the school day. Today, American children are eating less burgers and French fries, drinking less full-fat milk, and reducing their intake of sugar sweetened beverages. Through groundbreaking agreements with the food and beverage industry, paving the way for national nutrition standards in school and providing the easy-to-use tools for schools and communities to improve access to healthier options—we have changed nutrition for children across the country.

- The Alliance negotiated an agreement with the beverage industry that resulted in a 90% reduction in beverage calories being shipped to the nation’s schools.
- The Alliance also negotiated agreements with food manufacturers and group purchasing organizations that have made healthier food choices more available and affordable for schools. Total sales of healthier products to participating schools has increased by $130 million, or 71 percent.
- Nutrition standards established by the Alliance for a Healthier Generation’s Healthy Schools Program and the voluntary agreements with food and beverage companies guided the development and adoption of strong federal nutrition standards for school meals and snacks.
- Through its online tools, professional development activities, and hands-on technical assistance, the Alliance has been the leading non-governmental organization helping the nation’s schools implement the new federal school nutrition standards.
- The CDC published in Preventing Chronic Disease a study, which found that meaningful participation in the Alliance’s Healthy Schools Program is linked to reductions in the prevalence of overweight and obesity among students in high-need schools.
- The more that schools engaged with the Healthy Schools Program, and the longer they engaged, the greater reductions they saw in student rates of obesity.
- The Alliance negotiated an unprecedented commitment from McDonald’s to increase their provision and marketing of fruits, vegetables, and healthier beverages—including removing soda as an offering on Happy Meal menu boards. Shortly after, other fast-food giants followed suit and removed soda as an option on their kids’ meal menus. After the first year of implementation, we saw an eight percentage point decrease in soda selected with a Happy Meal and in increase in healthier options being offered in restaurants—including 21 million more low-fat and fat-free milk jugs and 100% apple juice boxes being purchased.
- Most recently, the Alliance worked with representatives from American Beverage Association, The Coca-Cola Company, Dr Pepper Snapple Group and PepsiCo to announce a new landmark agreement to decrease beverage calories in the America.