EMPOWERING HEALTHY HABITS
and transforming environments where children live, learn and play.

July 1, 2020 to June 30, 2021
Annual Report
At HealthIMPower, we work every day to reduce the barriers to good health that children and families face. Working alongside educators and youth leaders, we provide nutrition and physical activity resources, programming and trainings that level the playing field for children and families in every community.

**WHO WE SERVE**
- Early Care and Education
- K-12 Schools
- Out of School Time
- Communities and Families

Our program model spans a multi-year partner relationship that’s built on the Centers for Disease Control and Prevention’s evidence-based guidelines for assessing and expanding health and wellness.

**490 Sites**
**178,401 Youth • 11,929 Adults**

**IMPACT AT A GLANCE**

**Empowering Healthy Habits**

- Over 94,907 children at 255 sites have been empowered to make healthier choices through our comprehensive SNAP-Ed program, Empowering Healthy Choices in Schools, Homes and Communities
- Launched Girls Empowering Movement (GEM), a statewide collective impact program to give thousands of middle school girls across Georgia access to girl-led programming that increases physical activity and builds the resilience girls need to be happy, healthy and confident
- Over 90% of children, aged 0-5, in HealthIMPower serviced early care and education sites met the national standard for fruit consumption and 69% met the national standard for vegetable consumption
- Developed and implemented the Reach for the Stars Learning Collaborative, a five-month course for ECE providers to institute best practices in nutrition education and physical activity, reaching 2,937 students in 24 counties
- Launched new Power Up for 30 and FitnessGram® virtual trainings to empower educators to develop physical activity opportunities and administer a statewide assessment to help inform students and their parents
TRANSFORMING ENVIRONMENTS

• HealthMIPowers partners in early care and education sites, schools, afterschool sites and communities made a total of 455 policies, systems and environmental (PSE) changes to improve nutrition and physical activity

• 1,119 Student Health Advocates were trained to promote improvements in healthy eating and physical activity in their schools

• 100% of 490 partners were trained on evidence-based practices and assessed their environment to plan improvements

• 78% of the 295 partners that received dedicated technical assistance implemented high-impact practices to improve healthy eating

• 75% of the 295 partners that received dedicated technical assistance implemented high-impact practices to improve physical activity

• 67% of the 295 partners that received dedicated technical assistance implemented high-impact practices to improve both healthy eating and physical activity
DIVERSITY, EQUITY & INCLUSION (DEI)

MISSION, DATA AND MORAL IMPERATIVE

We have acknowledged the importance of centering DEI in everything that we do. Not just as a strategy, but at the very core of our operations and programming. Diversity, equity and inclusion is the lens through which we approach our work. We partner with families, schools and communities that have been historically under-resourced.

Here are the overall outcomes and highlights of the progress made to dismantle systems of oppression and fully engage with the communities we serve:

• Adopted a DEI charter to guide our work and track progress
• Included race and ethnicity questions on program participant surveys in order to disaggregate data
• Presented eight professional developments for staff and board on DEI related topics
• Conducted an ongoing organization-wide resource audit to ensure physical activity and nutrition resources are timely, accessible and culturally relevant
• Implemented bi-monthly internal newsletter, 5 Things on a Friday, to inform and educate staff on timely DEI-centered topics

LEADING BY EXAMPLE  A GEM Leader Shines

When Timmea Jordan, 14, applied to be part of a new “Middle School Girl Leadership Council” in early 2020, she was intrigued by the prospect of becoming a mentor to other girls and the opportunity to work with girls her age on a statewide project to promote health and fitness.

The pandemic made it impossible for the girls to meet in person, but they did not let this stop them. Instead, the Council collaborated through weekly Zoom meetings. Every aspect of the program, from the name, logo design, and program resources were brainstormed, conceptualized, and with the help of a design team, created by the girls during these high-energy meetings. “It’s exciting to see how all of our ideas came together to create GEM and how it’s impacting so many girls in Georgia. We created a program for all girls. GEM motivates them to work together to reach their goals and feel more confident about themselves because they are understood and respected.”

As the second eldest of nine siblings, Timmea realizes her actions can have an impact on others, “I know that I can be a positive role model to my sisters and help educate them, because I was once in their place,” says Timmea. She also values the personal growth that she has experienced as a GEM statewide leader, “It’s given me a chance to grow my leadership skills, become more active and social.”

When Timmea’s sisters, Timyra, 12 and Ny’Ashia, 13 heard they could participate as GEM Ambassador Leaders at their local Boys and Girls Club in Albany, GA, they were eager to join their sister in the program. “I knew I wanted to be involved in GEM because it’s important for girls our age to be healthy as they get older and go into high school,” says Ny’Ashia.

The two younger Jordan sisters attended the virtual GEM Summit in summer 2020 along with over 200 other GEM Ambassador Leaders. As with all things GEM, the girls led. Girls co-facilitated every session, developed content and recorded introduction videos. Timyra recalled the experience, “I enjoyed getting to know a lot of other girls. I learned more about the program and how to be a leader for our group.” Now serving in that role, Timyra appreciates the lessons learned from Timmea, “She set a good example by being a leader in GEM and I hope to be just like her.”
ENGAGING YOUTH LEADERS

Girls Empowering Movement (GEM) is on a mission to improve the health and well-being of middle school girls by empowering them to lead the development of physical activity programs designed by girls, for girls. HealthMPOwers is spearheading the five-year GEM program in conjunction with other implementation partners, and convenes the GEM Leadership Team, a statewide youth leadership council that drives the program’s voice and vision. To further multiply the Atlanta Falcons Youth Foundation’s initial investment, 15 funders have joined the movement.

- More than 240 youth leaders and 120 adult facilitators received training led by the partners and the GEM Leadership Team to implement the program at their sites
- GEM launched at more than 100 sites across Georgia schools, Boys and Girls Clubs, and Girl Scout Troops
- Brand new program materials and an online learning platform were created to facilitate program implementation
- Girls are developing skills in leadership, communication, fitness, advocacy, goal-setting and social-emotional learning
OUR VISION:
All children nourished and active.

For over 20 years, HealthMPowers philanthropic partners have fueled the development of innovative, evidence-based programs that advance the health and well-being of children. Please see the online report for a full list of supporters.

JESSE PARKER WILLIAMS FOUNDATION

With deep gratitude, we recognize our public funding partners that provide other funding support.

See the full report online!

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ANNUAL EXPENSES

$0.91 of every $1.00 goes to health programs

7% 2%

91%

Program Services Fundraising Management & General