



# THE POWER

OF HEALTHY COMMUNITIES



power<sup>UP</sup>





If you've been to a movie or a show recently, you might appreciate the value of a good opening act. It's exciting and builds enthusiasm to keep you interested in what happens next.

YumPower, BearPower and PowerUp is a great start to the social movement to build healthier communities by promoting better-for-you food choices and physical activities; two things we know that can have the biggest impact on health.

Now we need to work to sustain the positive advances that are outlined in this report.

That will take continued support from our partners in the community. We need more policies that make the healthy choice the easy choice. We need to measure the impact of programs and policies to see what works best.

And we need to do more good things for kids who are forming habits that will last a lifetime. They are the opening act for our community and by focusing on them, we can all be a part of what happens next.

*Mary K. Brainerd*

Mary Brainerd  
President and CEO



EAT BETT.R.  
GET POWER



HealthPartners®

# THE SCIENCE IS CLEAR

The nation's leading health experts agree<sup>1</sup> that eating at least five fruits and vegetables and being physically active almost every day promotes good health. In fact, research<sup>2</sup> shows that health behaviors have a bigger influence on a person's health than the medical care they receive. In addition, eating and exercise patterns are established in childhood.

For every \$1 invested in food and nutrition education there is a \$10 return in reduced health care costs.

- American Public Health Association 2013

Too many children in our community don't get enough fruits and vegetables or enough physical activity. In the Minneapolis/St. Paul metropolitan area:

**6 out of 10**  
**fifth graders** eat fruit only once a day or less.

**3 out of 4**  
**fifth graders** eat vegetables once a day or less.

**A GENERATION IS AT RISK**

**More than one in five boys and nearly one in seven girls** in eighth grade are obese or overweight<sup>3</sup>.

**3 out of 4**  
**fifth graders** are physically active for less than one hour a day.

Experts agree<sup>4</sup> that if something is not done to reverse these trends, children will, for the first time in history, have shorter life expectancies and more chronic illnesses than their parents.

1. Institute of Medicine, Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation, May 8, 2012

2. Booske, Athens, Kindig, Park, Remington, Different Perspectives for Assigning Weights to Determinants of Health, University of Wisconsin Population Health Institute, Feb. 2010

3. 2013 Minnesota Student Survey, Minnesota Department of Health

4. S. Jay Olshansky, et al, A Potential Decline in Life Expectancy in the United States in the 21st Century, The New England Journal of Medicine; March 17, 2005

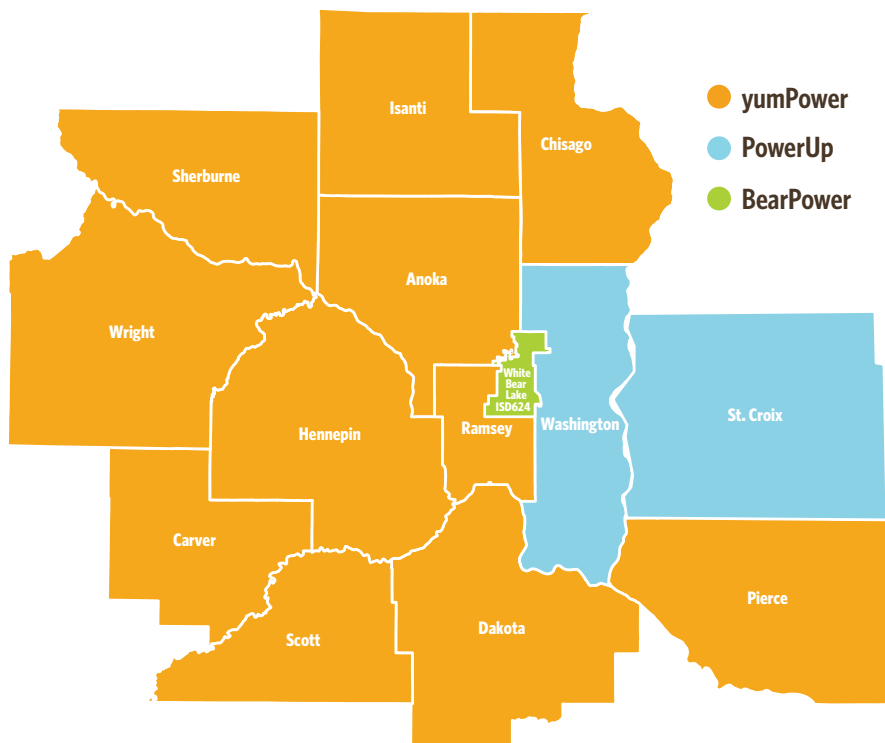


# THE SOLUTION: a social movement that starts in the COMMUNITY

Beginning in 2011, HealthPartners began investing in three initiatives to unite communities and make it easier for children and families to make better-for-you choices.

This report highlights how partnerships with schools, businesses, public health and non-profit organizations and the entire community are making changes that will have a big impact on improving health and well-being in Minnesota and western Wisconsin.





A multi-year healthy eating campaign for people of all ages in the Minneapolis-St. Paul metropolitan area. It includes a public awareness campaign, cooking classes, a website with expert advice, recipes and resources to promote eating five servings of fruits and vegetables a day.

## OTHER COMMUNITIES



A community-wide initiative to make better eating and physical activity easy, fun and popular for kids and families in the St. Croix Valley. PowerUp is developed by the Lakeview Health Foundation and HealthPartners in partnership with Hudson Hospital & Clinics, Westfields Hospital & Clinic, businesses, schools, public health, non -profits and the entire community.



This community-wide movement powered by HealthPartners and Children's Hospitals and Clinics of Minnesota unites schools, the YMCA, parents, business and community leaders to create a healthier environment for kids.

## BUILDING HEALTHIER COMMUNITIES

HealthPartners PowerUp program is changing the culture around food and activity. PowerUp instills a healthier lifestyle and meets the causes of rising obesity rates at their roots.

- ACHP Innovation Profile, Alliance of Community Health Plans, Feb. 2014



yum  
power

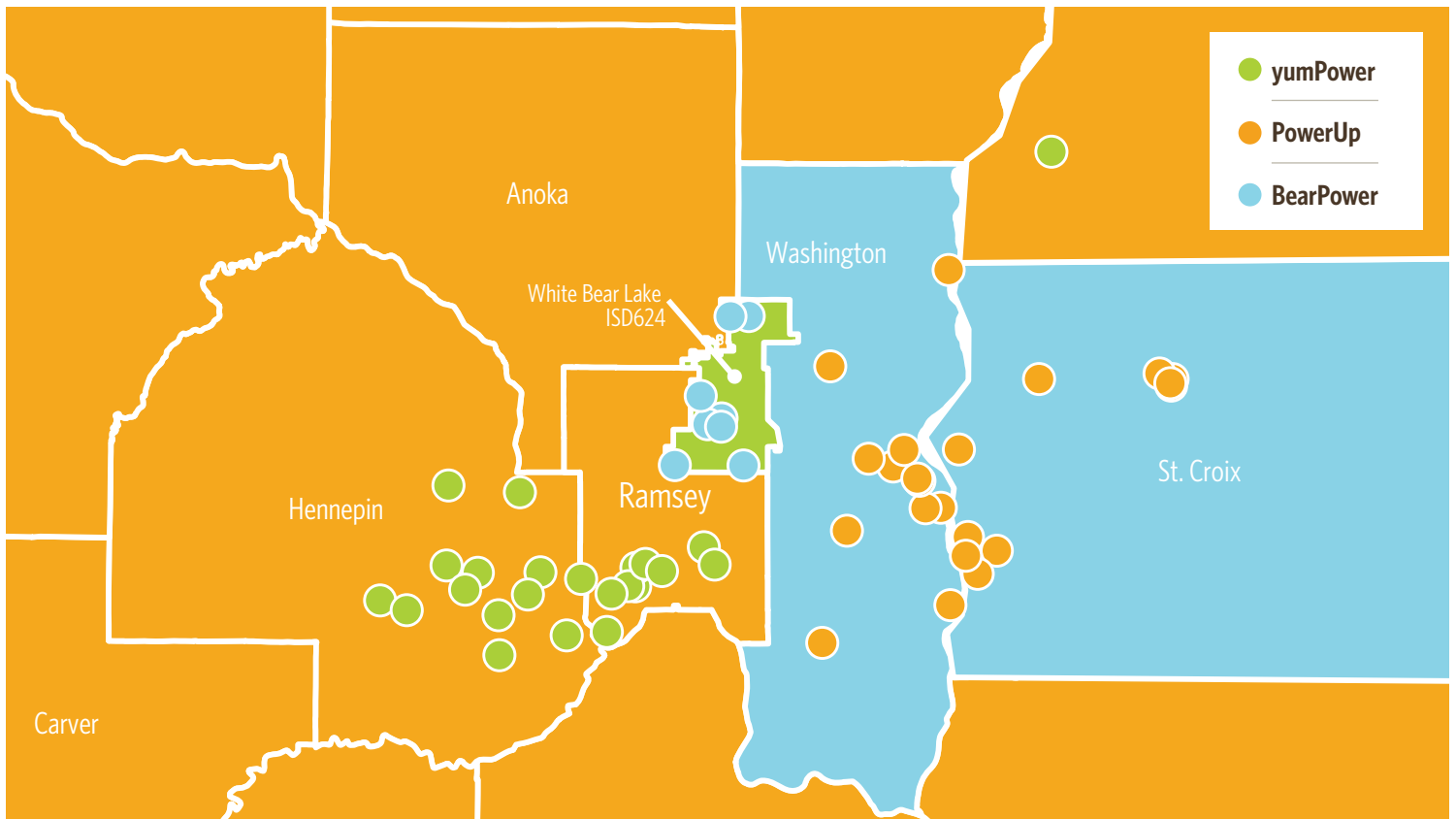
Your  
Partner in  
Healthy



# THE SCHOOL CHALLENGE

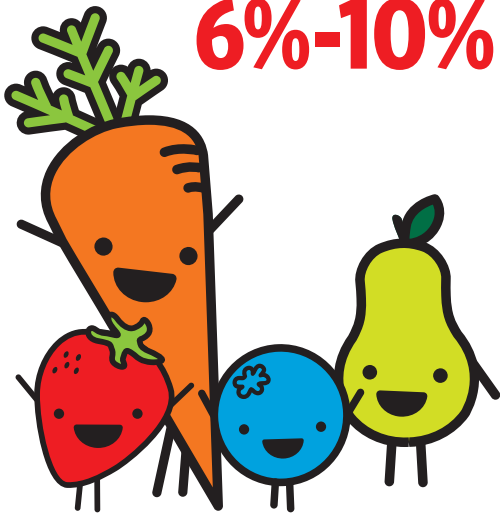
HealthPartners yumPower, BearPower and PowerUp School Challenges reached 57 schools in 2013. Nearly 20,000 kids participated in this fun program to eat more fruits and vegetables and to track their progress.





**Kids in the program ate more fruits and vegetables**

**6%-10%**



- Four-week School Challenge
- High-energy kick-off rally with Radio Disney
- Students track their intake of fruits and vegetables
- Classrooms get a "Dance Break" DVD

						<p><b>FRUIT &amp; VEGGIE TRACKER</b></p> <p>1. COLOR A SHAPE EVERY TIME YOU EAT A FRUIT OR VEGGIE.          2. TRY TO EAT FIVE A DAY. IT CAN BE ANY FRUIT OR VEGGIE YOU LIKE, NOT JUST THOSE SHOWN.          3. TURN IN YOUR TRACKER AT THE END OF THE WEEK FOR A COLORFUL HAND STAMP!</p> <p>TEACHER'S NAME _____ GRADE _____</p>
MON						
TUE						
WED						
THU						
FRI						

- Schools with high participation rates can earn \$200 - \$500 to use for school well-being supplies and programs

"Recognizing that childhood consumption of fruits and vegetables has an enormous impact on future health outcomes, HealthPartners initiated a partnership with a number of urban and suburban school districts and a children's media outlet, Radio Disney, to form the yumPower School Challenge."

- Health Affairs, Aug. 8, 2013



### Changes in schools

BearPower partnered with White Bear Lake elementary schools to make changes to what students eat, drink and do at school. Schools encourage kids to bring healthy foods for snacks, substitute milk and water instead of sugar-sweetened drinks, make time for kids to move each day and promote better-for-you choices at meals.



### Free open gym events

PowerUp partnered with local schools to provide open-gym events from October through March so families have an opportunity to be active during colder months.

The events were very popular with hundreds of kids and families attending.



### On the athletic field

At the request of local coaches, PowerUp developed a training manual called the PowerUp Sports Nutrition Playbook with tools and information to inspire athletes and parents to make better-for-you food and beverage choices. Concessions at athletic events are also improving as the community commits to PowerUp.

## Schools met the challenge



Food service reported children took more fruits and vegetables, and 90 percent of school staff would recommend the School Challenge to other schools.