

Better for you carnival choices

Lake Elmo Elementary School was the first to work with PowerUp to change food and prize offerings at its annual school carnival. The school swapped out candy and donuts for fruit, vegetables and other better-for-you options while keeping all the fun!

Growing better-for-you food

More than 200 students at John A. Johnson Elementary School, the Eastside YMCA in St. Paul and the Matoska International IB World School in White Bear Lake got hands-on experience planting and caring for tasty veggies through programs sponsored by yumPower and BearPower.

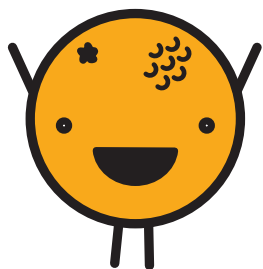
"We use the School Challenge Dance DVD to get physical activity and have fun everyday in the classroom!"

- Kindergarten teacher



Pledging to make change

More than 650 people took the PowerUp Pledge to make changes in food and physical activity options for kids.



"The School Challenge did what I have been trying to do for nine years...get my son interested in eating fruits and vegetables!"

- Parent





PARTNER WITH COMMUNITIES

PowerUp kickoff

In May 2013, more than 750 people in Stillwater, Minnesota, launched the start of this community-wide campaign to celebrate fun ways to eat better and move more. The action-packed event included an attempt to set a Guinness World Record for most people doing the cha-cha slide and was broadcast live on KARE 11.



Community partnerships

Together, BearPower and PowerUp worked with partners to create about 200 community events in 2013.

These included:

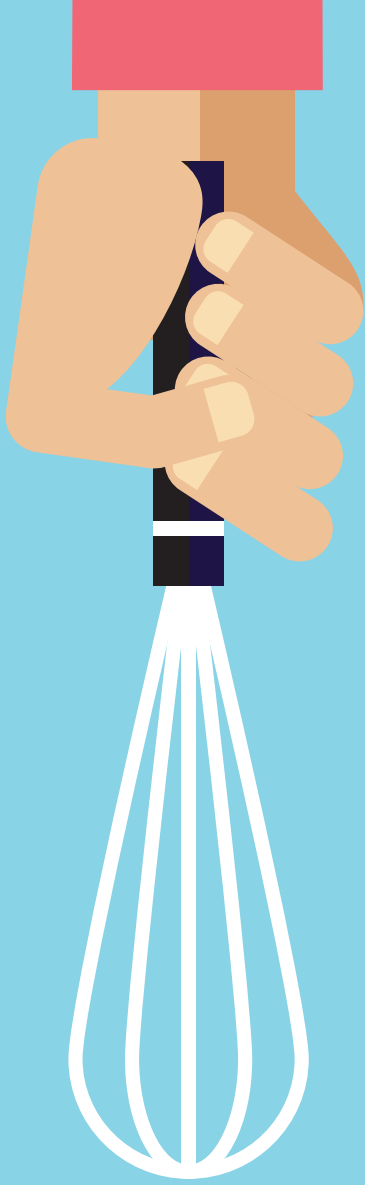
- A 6.24k family walk/run that 365 people attended
- A Family Fun Day every month sponsored by the White Bear Area YMCA
- More than 700 kids tasted veggies with the "Veggie Vote." More than 80 percent gave them a "thumbs up!"
- More than 200 food service and after-school care staff were trained as PowerUp Food Coaches to promote more fruits, vegetables and other better-for-you foods.
- The Board of the Stillwater Area Public Schools issued a proclamation in support of PowerUp.

Chomp, the giant carrot super-hero, is a key part of the PowerUp strategy to provide messages that are an alternative to marketing campaigns that promote highly processed and sugary foods and beverages to kids. In 2013, Chomp visited more than 1,000 kids at community events, grocery stores and schools.

THE POTENTIAL OF COMMUNITY-WIDE INITIATIVES IN THE PREVENTION OF CHILDHOOD OBESITY

"Community engagement represents a significant opportunity to expand efforts to prevent obesity and associated chronic diseases. PowerUp is one example of an effort to change the food and activity environment and support individual lifestyle change through community-wide engagement initiatives."

- *Diabetes Spectrum, Summer 2013*



Children who cook their own foods are more likely to eat those foods in the cafeteria, and even ask for seconds, than children who do not have the cooking class.

- 2008 study at Teachers College, Columbia University



yumPower joined Andrew Zimmern and his food truck, AZ Canteen, to bring better-for-you options to the streets. About 14,000 food truck customers enjoyed recipes and free samples of tasty gazpacho soup.

IN THE KITCHEN

- 14 yumPower cooking classes with 230 participants
- Half-price Ditch the Diet and Family Meals in Minutes cooking classes with Cooks of Crocus Hill for 115 people
- 16 PowerUp kids cooking classes for 200 kids and parents in the St. Croix Valley.



Get Your Five billboard

Baseball fans of the Saint Paul Saints fielded the yumPower message at Midway Stadium. The yumPower concession stand served up better-for-you beverage options, fresh fruit cups, grilled corn on the cob and fresh veggies.

At the State Fair

Nearly 12,000 kids learned about better-for-you choices at yumPower's Farm to School activity at the great Minnesota get-together.

At the Mall of America

Hundreds of people learned about heart healthy cooking at an event sponsored by HealthPartners yumPower.

Garden in a box

HealthPartners sponsored the Minnesota State Horticultural Society's Garden-in-a-Box program, which gives low-income families the opportunity to grow their own vegetables. In 2013, 200 families participated.

At community festivals

BearPower and Festival Foods gave out 221 pounds of free veggies at Marketfest, a weekly summer festival in White Bear Lake.



yumPower bike

The yumPower bike pedaled to Lake Nokomis, Highland Park, Phalen Park Beach and HealthPartners clinics to deliver better eating messages and free apples, carrots, clementines and plums.



Valley Outreach Food Shelf

PowerUp worked in partnership to bring a fresh focus to Stillwater's Valley Outreach food shelf in 2013. More fruits and vegetables and a new layout make it easy for people to choose better options. Shopping lists allow clients to select enough fruits and vegetables to provide five servings a day for each family member. Less nutritious foods are less prominent than more nutritious items. Food shelves and hunger organizations from across the region have toured Valley Outreach to learn how they can promote better foods for their clients as well.

Martha and Randy's story

Married for many years, Martha and Randy* raised their children in a home they describe as rich in love, if not always money.

Never asking for any outside help, Martha was a little nervous and embarrassed when, for the first time, circumstances forced the couple to go to Valley Outreach Food Shelf.

She is amazed at the variety of food they can choose: potatoes, peppers, fresh fruit, beans, eggs, peanut butter, cheese and more.

It took several weeks, but the change in their diet gave them more energy to get out and walk more often. And it's made a big difference in Randy's health. In just a few months, his high blood pressure was under control.

Martha says one of the best things at Valley Outreach is something you can't package: the dignity, kindness and respect that is shown to each client.

** not their real names*

FREE VEGGIE GIVEAWAYS

In our clinics and across the Community helped people try fresh fruits and veggies.



200 pumpkins	29,360 ears of corn	1,660 zucchini
250 acorn squash	6,576 bunches of kale	12,900 tomatoes
12 boxes of apples	2,322 cucumbers	
8 boxes of potatoes	10,220 green peppers	

At HealthPartners Annual Meeting

More than 150 people sampled tasty recipes.



On the web

yumpower.com and **PowerUp4kids.org** had more than 300,000 page views and 50,000 unique visitors. The most popular content is recipes, classes and events such as open gym schedules. In addition, PowerUp has more than 800 Facebook likes in the St. Croix Valley.



HealthPartners yumPower vending machines at Regions Hospital and 13 HealthPartners clinics offer at least 50 percent of yumPower approved food items. Vending items are 100 percent yumPower approved at HealthPartners 15 pharmacies. Great tasting options are lower in calories, sodium, sugar and fat. Water and better-for-you beverages are placed at eye level. yumPower is working to expand these vending machines to more work places in the metro area.

A NEW PRESCRIPTION: EAT YOUR VEGGIES

Battling obesity in kids,
HealthPartners tests
prescriptions for produce.
Star Tribune, May 12, 2014

Candy trade-in

More than 200 kids traded in 300 pounds of Halloween candy for prizes with the PowerUp candy trade-in program at clinics and community locations.

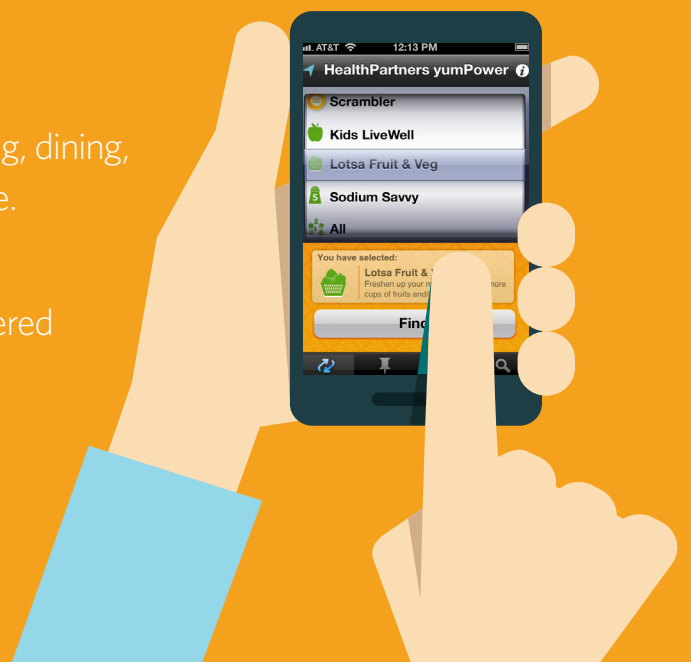
Rx for veggies

Doctors write prescriptions for fruits and vegetables to children ages 5 to 12 in a pilot project at HealthPartners White Bear Lake Clinic and the Hugo Clinic which is a partnership between HealthPartners and Children's Hospital and Clinics of Minnesota. The prescriptions are redeemable for \$10 at five area Festival Foods, Kowalski's Markets and Cub Foods grocery stores. Early feedback from families is very positive and HealthPartners will evaluate whether this approach increases consumption of fruits and vegetables.

BY PHONE

Weekly yumPower text messages with tips on cooking, dining, eating and shopping smart were sent to 8,000 people.

20,000 people downloaded the yumPower app powered by Healthy Dining Finder. It provides suggestions for better-for-you meals and menu items at 17,000 restaurants.



GOOD-FOR-YOU RECIPES

Purple power smoothie

Makes five ½ cup servings

Ingredients:

1 ripe banana
¼ cup strawberries, fresh or frozen
½ cup blueberries, fresh or frozen
½ cup 100% orange juice
2 teaspoon honey, optional
½ cup fat-free plain yogurt (regular or Greek)
½ cup extra-firm tofu

Directions:

Place all ingredients in a blender. Blend until smooth. Serve immediately.



Sweet potato fries

Serves 8

Ingredients:

4 large sweet potatoes
1-2 teaspoons olive oil
½ teaspoon ground cinnamon
½ teaspoon cumin or chili powder
1 teaspoon powdered garlic
Salt to taste

Directions:

Preheat oven to 450°F.

Wash and peel sweet potatoes. Slice diagonally into thick, even wedges. Put wedges in a bowl and toss with olive oil until lightly coated. Arrange wedges in a single layer on a baking sheet.

In a small bowl, combine the spices and then sprinkle over sweet potatoes. Bake until tender and golden brown, about 25 minutes. Let cool before serving.

Nutrition per serving: 90 calories, 0.5g fat, 2g protein, 3g fiber, 35mg sodium.



