



Vision & Strategy



Where We've Been

- Founded in 2010 to end childhood obesity in a generation
- Over 225 partners
 - 6 trillion fewer calories in the food supply
 - 6 million children participate in healthier childcare and afterschool
 - Over 1,800 healthier convenience stores
- 2 nationally recognized social marketing campaigns



Our Mission

To leverage the power of the private sector to bring *lasting, systemic changes* that improve the food supply and increase physical activity.

Our Goal

All children -- especially those disproportionately affected -- will live healthier lives, growing up to be adults free from obesity, diabetes, heart disease and other chronic conditions.

Our Strategic Objectives

Transform the Marketplace



1.



Our Strategic Objectives

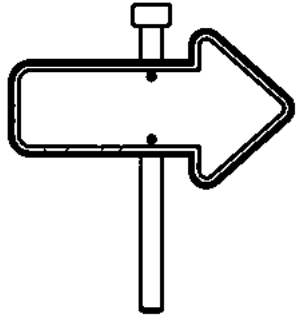


Establish Healthy Environments



Our Strategic Objectives

Foster Demand

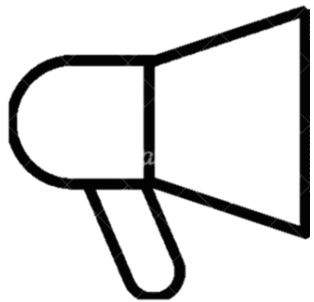


3.



Our Strategic Objectives

Showcase & Accelerate



4.



INNOVATING
A HEALTHIER FUTURE
2018 PARTNERSHIP FOR A
HEALTHIER AMERICA



Means & Methods

- Mapping the supply chain and understanding which foods are the greatest contributors to obesity;
- Scaling to reach children and families disproportionately impacted;
- Embedding and bundling demand drivers and collecting sales data; and
- Building base of knowledge on what works and identifying ways to highlight scalable, replicable solutions.



THANK YOU

