



THE POWER

OF HEALTHY COMMUNITIES



power^{UP}







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



THE SCIENCE IS CLEAR

The nation's leading health experts agree¹ that eating at least five fruits and vegetables and being physically active almost every day promotes good health. In fact, research² 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 overweight³.

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

Experts agree⁴ 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

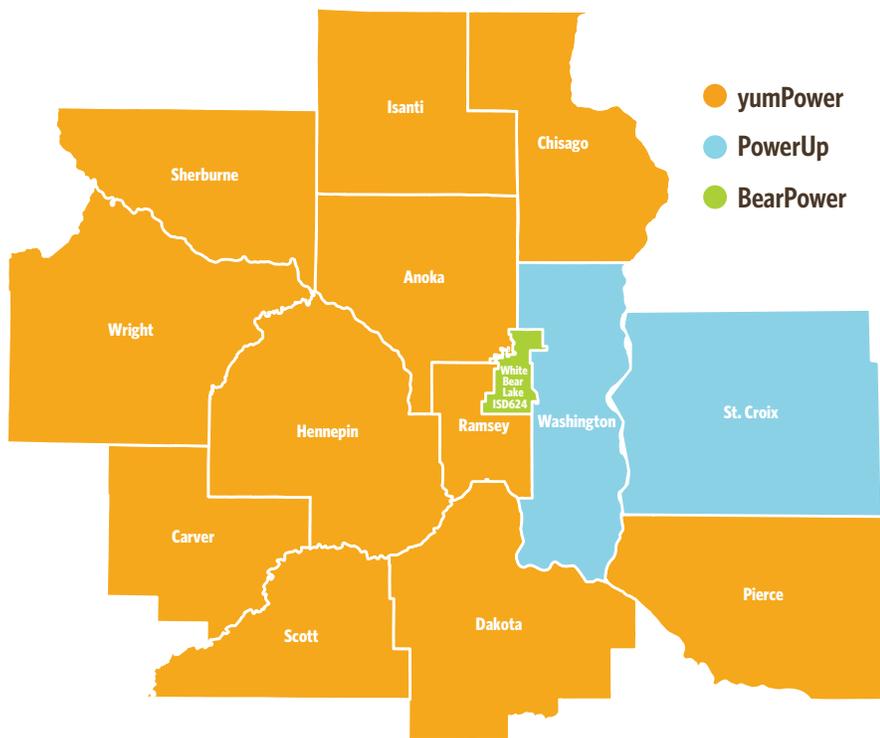


THE SOLUTION: a social movement that starts in the COMMUNITY

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

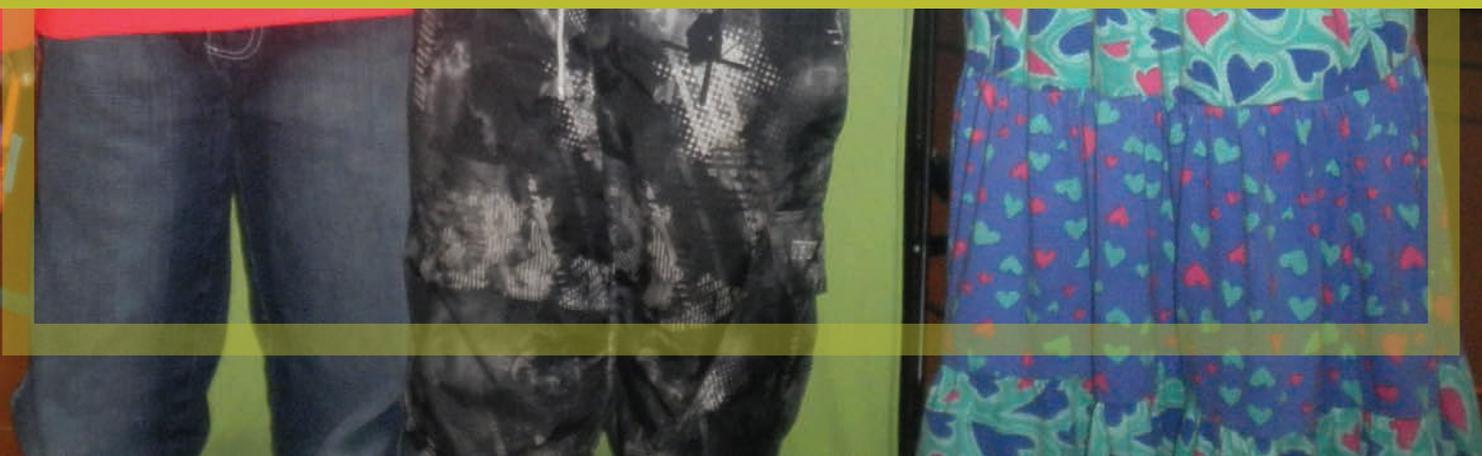
HealthPartners PowerUp program is changing the culture around food and activity. PowerUp instills a healthier lifestyle and meets the causes of rising obesity rates at their roots.

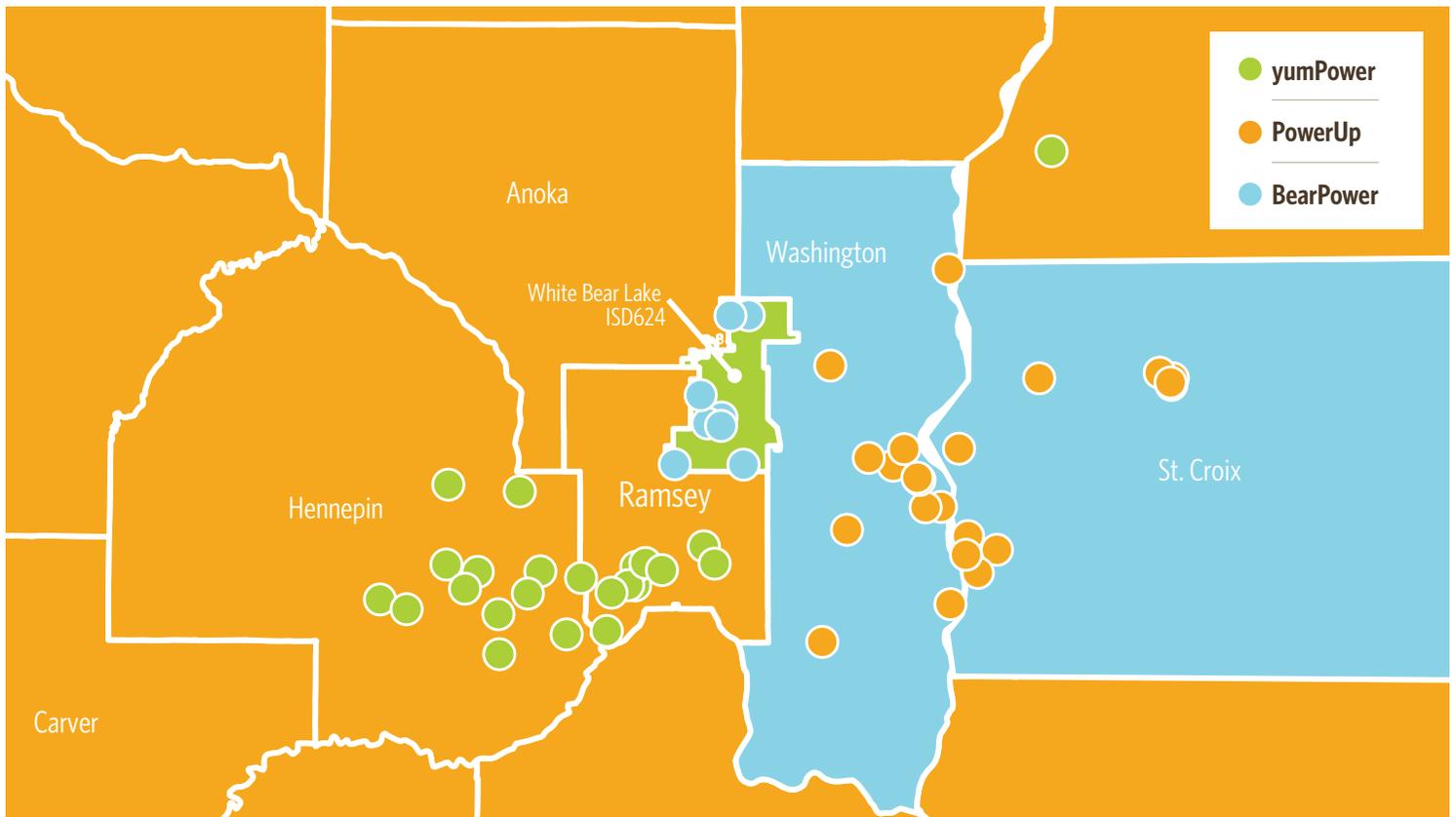
- ACHP Innovation Profile, Alliance of Community Health Plans, Feb. 2014



THE SCHOOL CHALLENGE

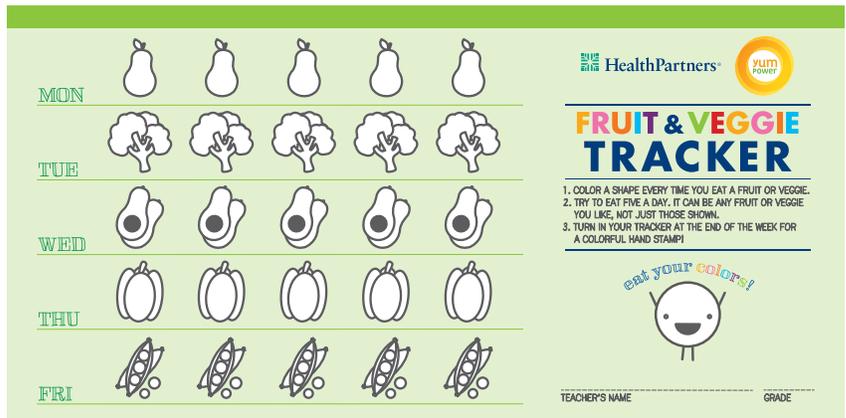
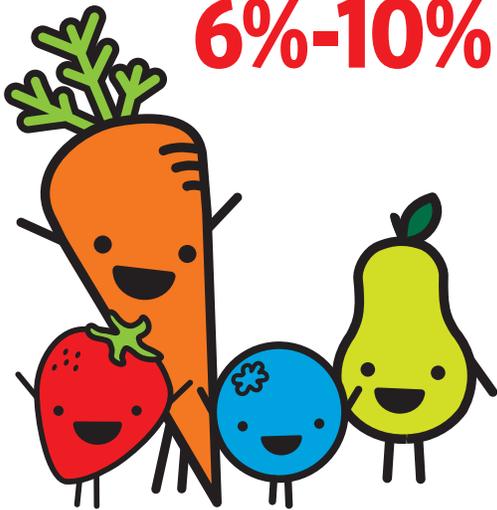
HealthPartners yumPower, BearPower and PowerUp School Challenges reached 57 schools in 2013. Nearly 20,000 kids participated in this fun program to eat more fruits and vegetables and to track their progress.





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
- 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.

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.

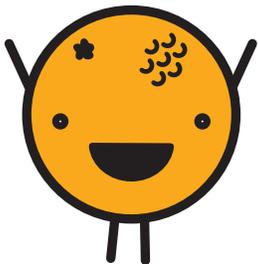
"We use the School Challenge Dance DVD to get physical activity and have fun everyday in the classroom!"

- 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:

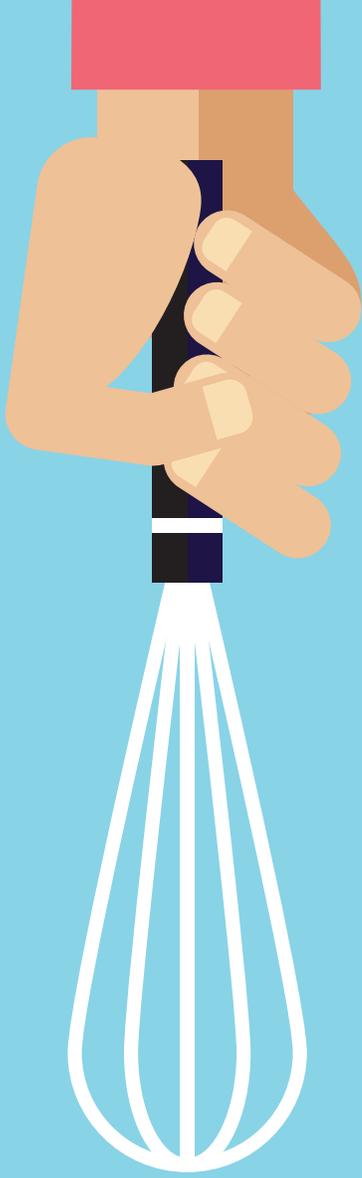
- A 6.24k family walk/run that 365 people attended
- A Family Fun Day every month sponsored by the White Bear Area YMCA
- More than 700 kids tasted veggies with the "Veggie Vote." More than 80 percent gave them a "thumbs up!"
- More than 200 food service and after-school care staff were trained as PowerUp 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.

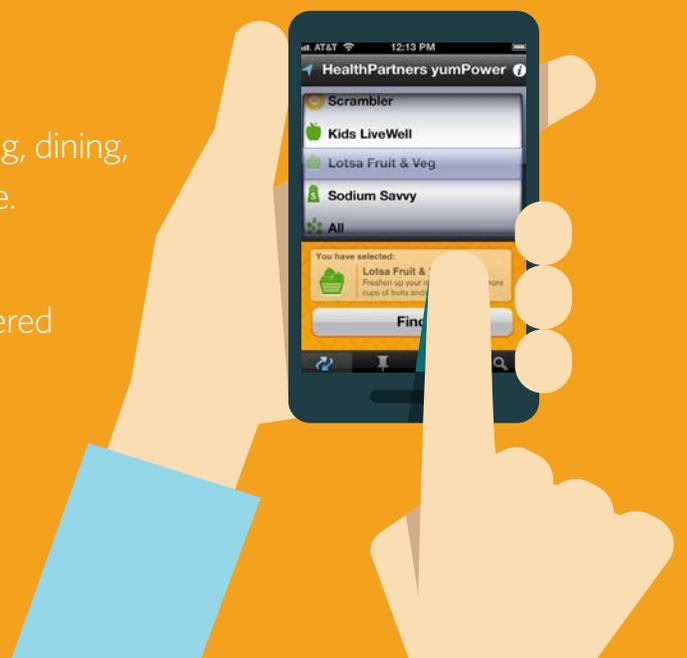
Rx for veggies

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.







HealthPartners®

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