

ChildObesity180: Reverse the Trend

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ChildObesity180 at Tufts University Friedman School is a national leader in childhood obesity prevention, blending scientific evidence and rigor with innovation and experience from the private sector to develop, implement, evaluate, and scale high-impact initiatives that will reach 80% of children ages 5-12 in the US, being intentional and strategic to reach those children disproportionately affected by obesity.

The unique value proposition of ChildObesity180 follows from our ability to leverage experiences, knowledge, and assets from multiple sectors to address one of society's most pressing public health problems: childhood obesity. Without bold, widespread, and equitable effort, this epidemic threatens to widen the health disparities gap, cripple our nation's health care budget, decrease productivity, and erode quality of life. We are committed to driving impact and accelerating progress by providing leadership, fostering collaboration, and building partnerships at senior levels of a range of organizations that are positioned to play a pivotal role in reversing the trend of childhood obesity.

Since the founding of ChildObesity180 in 2010, we have:

- Engaged 140 senior leaders from corporations, government, non-profits, and academia;
- Raised more than \$30 million in funding;
- Developed, implemented, and evaluated a diverse portfolio of impactful initiatives that have reached more than 4.5 million children; and
- Generated and disseminated knowledge about meaningful ways to address childhood obesity including 16 scientific papers in peer-reviewed journals.

ChildObesity180 is located at the Friedman School of Nutrition Science and Policy at Tufts University in Boston, Massachusetts. Peter Dolan, former CEO of Bristol-Myers Squibb, serves as the chair, and leading childhood obesity and nutrition researcher Dr. Christina Economos is vice-chair and director.

Multi-Sector Leadership Engagement

ChildObesity180 has engaged a multi-sector group of national leadersⁱ whose expertise and varied perspectives have been instrumental in crafting innovative approaches to address the complex issue of childhood obesity. Over the last five years, we have continued to grow this charter membership and attract leaders with diverse backgrounds and affiliations.

Recognizing a need for greater alignment, magnification of efforts, and impact in the field of childhood obesity prevention, we are leveraging our unique assets to generate a sense of urgency and drive change on a national scale.

Focus on Sustainability

ChildObesity180 is focused on sustainable, long-term impact. We foster innovative partnerships and

engage diverse funders in order to develop and implement a strong portfolio of initiatives. Over time, we envision that the solutions developed by our initiatives will become embedded and sustained in obesity prevention efforts across the nation.

The Robert Wood Johnson Foundation and The JPB Foundation provide strategic funding for ChildObesity180. Active Schools Acceleration Project funding partners have included New Balance Foundation, Cigna Foundation, the Boston Foundation, and a consortium of the nation's leading health plans. The Harvard Pilgrim Health Care Foundation and Newman's Own Foundation have provided support for Healthy Kids Out of School.

Portfolio of Initiatives

ChildObesity180 employs an evidence-based approach to identify key focus areas for our work. This approach has led to the development of the following initiatives:

Active Schools Acceleration Project (ASAP) is increasing quality physical activity in schools as a means to promote active living and the associated positive behavioral and academic outcomes.

In 2012, First Lady Michelle Obama announced the ASAP Innovation Competition to identify and reward creative, impactful, and scalable school-based programs and technological innovations that promote physical activity (PA) for children. From a pool of over 2,500 registrants, ASAP selected nine school-based PA programs and two technology companies. The following year, ASAP equipped 1,000 schools with grants, curriculum packages, and training to replicate three of the winning PA programs. Replicating these programs in schools across the country allowed ASAP to evaluate and optimize them for diverse settings before making them available to a national audience.

In 2015, ASAP launched [New Balance Foundation Billion Mile Race](#) to engage millions of children in walking and running programs, dramatically increasing the amount of PA that children participate in at school. To date, more than 4,000 schools have registered from all fifty states, logging over 20 million miles.

In 2009, **Healthy Kids Out of School** assembled leaders from nine national out-of-school-time (OST) organizations to develop guiding principles that support the health and wellness of the tens of millions of children reached by OST programs. These principles are:

- Drink Right: Choose water instead of sugar-sweetened beverages.
- Move More: Boost movement and physical activity in all programs.
- Snack Smart: Fuel up on fruits and vegetables.

Healthy Kids Out of School is using a multi-faceted approach to support the implementation of these principles in a variety of OST programs, including youth sports leagues, scouting organizations, and activity-based programs like 4-H. Two key activities include (1) communicating to coaches and volunteer leaders, in a compelling way, that they can help children to better achieve their goals by promoting healthy habits; and (2) integrating the guiding principles into partner organizations' policies and practices. The [Healthy Kids Hub](#) website offers a robust collection of educational resources and training materials for these programs.

With a grant from the Harvard Pilgrim Health Care Foundation, Healthy Kids Out of School implemented and evaluated organization-specific interventions in Maine, Massachusetts, and New Hampshire from 2011 through 2014. In 2013, with funding from Newman's Own Foundation, the initiative partnered with grocery store chains to pilot Snack It Up, an intervention to increase access to fruits and vegetables in OST programs.

At present, HKOS is bringing its principles and programs to scale beyond New England, with the ultimate goal of embedding them at the national level within each of its partner organizations. The initiative's approach involves both working directly with OST organizations to achieve full program and policy integration, and collaborating with youth development organizations that serve targeted communities or populations to reach groups disproportionately impacted by obesity.

The Restaurant Initiative aims to reduce the number of excess calories children consume when eating in restaurants. While many factors contribute to energy imbalance and weight gain among children, the frequency with which children dine in restaurants makes the restaurant industry an important partner in reversing the trend of childhood obesity. By working in collaboration with restaurant leaders and conducting and disseminating original research, the Restaurant Initiative aims to identify opportunities for healthful changes to kids' menus that are good for kids and families *and* good for business, while increasing consumer demand for these healthier items.

The Breakfast Initiative, which concluded in 2014, promoted healthy school breakfast and evaluated its impact on several measures. The initiative added to the evidence base around the effect of an innovative school breakfast delivery model by carrying out research with a large urban school district implementing a Breakfast in the Classroom program. In addition, the initiative produced [The Breakfast Effect](#), a series of web videos to answer common questions around the impact of school breakfast, and assembled a collection of resources to assist schools in implementing or expanding healthy school breakfast programs.

Unifying Initiatives

In addition to carrying out these initiatives, ChildObesity180 is evaluating its collective impact, return on investment, and strategic collaborations. Through this process, we seek to measure the reach and effect of our initiatives and understand how our unique organizational approach can inform future efforts to address complex systemic problems.

National Knowledge Dissemination

ChildObesity180 leadership and staff present frequently at public health, scientific, and public policy meetings and conferences, including the Obesity Society annual meeting, the annual meeting of the International Society for Behavioral Nutrition and Physical Activity, and the American Public Health Association annual meeting. In addition, ChildObesity180 has 16 scientific papers in peer-reviewed journals such as *JAMA Pediatrics*, *Obesity*, and *Preventing Chronic Disease*.

ChildObesity180 continues to pursue conferences and peer-reviewed publications that serve as valuable forums for sharing the organization's unique model, evidence-based approach, and research findings.

i ChildObesity180 Charter Members

Cathy Burns, *Produce Marketing Association*

David M. Cordani, *Cigna Corporation*

William H. Dietz, MD, PhD, *George Washington University; Centers for Disease Control and Prevention**

David Dillon, *The Kroger Company**

Peter R. Dolan, *ChildObesity180 Chair*

Christina D. Economos, PhD, *Tufts University Friedman School of Nutrition; ChildObesity180 Vice-Chair & Director*

Bob Kocher, MD, *Venrock; National Economic Council, the White House**

Anne C. MacMillan, *Roll Global; US Department of Agriculture**

H. Melvin Ming, *Sesame Workshop**

Denise Morrison, *Campbell Soup Company*

Miriam E. Nelson, PhD, *University of New Hampshire; Tufts University**; *ChildObesity180 Co-Founder*

Neil Nicoll, *YMCA of the USA**

Dara Richardson-Heron, *YWCA USA*

Neil Shapiro, *WNET New York Public Media*

Mary Story, PhD, RD, *Duke University*

Dawn Sweeney, *National Restaurant Association*

Arturo Vargas, *National Association of Latino Elected and Appointed Officials*

Jake Winebaum, *Brighter.com*

Charter Members Emeritus

Joseph A. Curtatone, *City of Somerville, Massachusetts*

Gary Knell, *Sesame Workshop**

A.D. David Mackay, *Kellogg Company**

James S. Marks, MD, MPH, *Robert Wood Johnson Foundation*

Dwayne Proctor, PhD, MA, *Robert Wood Johnson Foundation*

Maya Rockeymoore, PhD, *Global Policy Solutions*

Matthew Yale, *Laureate Education; US Department of Education**

* Former position, held during charter member tenure