

# BUILDING A HEALTHIER WORLD

PRIVATE SECTOR SOLUTIONS THAT SAVE LIVES



U.S. CHAMBER OF COMMERCE FOUNDATION

# SHAPE SUPPORTERS

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Corporate Citizenship Center

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# From Access to Water to Data for Good: Companies Lead the Way to Healthier Lives and Communities

By Kara Valikai, Issue Network Director, Corporate Citizenship Center, U.S. Chamber of Commerce Foundation



Corporations that steward health and wellness in their communities can save lives and change the world. With leadership, innovation, strategic partners, and a reflective eye toward evaluation, companies have the potential to treat illness, improve healthcare systems, and increase wellness on a massive scale. The U.S. Chamber of Commerce Foundation's health and wellness case study publications illuminate how companies practice corporate citizenship around the world. In our previous health and wellness publication, we focused primarily on how companies lead on improving the health of their employees. Workplace wellness programs are critical to increasing our world's wellness; however, we also know that companies are leading in many other ways. In this year's publication, we compiled articles from companies working in their global communities. The result is an inspiring breadth of topics which explore lifesaving initiatives, techniques to educate communities on critical life choices, and how data and technology can facilitate solutions. The five themes we explore are:

- **Chapter 1:** Solutions to build healthier communities
- **Chapter 2:** Solutions for the food insecure
- **Chapter 3:** Solutions for safe water and sanitation
- **Chapter 4:** Solutions leveraging technology and data for good
- **Chapter 5:** Solutions to prevent and stop disease

We opened this report with healthier communities because the Corporate Citizenship Center's major focus recently has been addressing the chronic challenge of obesity and wellness in the U.S. and around the world. Together business, public, and nonprofit sectors can develop community wellness programs that reduce obesity and increase wellness, but it

requires strategic partnerships. Companies like WellPoint and Campbell Soup Company provide great examples for how companies can collaborate with partners to move the needle on obesity, while improving overall access to nutritious food and physical activity.

In addition, we designed each chapter to have at least one example of a global approach to highlight the ways many companies apply their core business and philanthropy on a global scale. Many of the world's most difficult health and wellness challenges can be prevented through basic care and education. Kimberly-Clark Foundation has developed a program to address one of the deadliest killers in the world, malaria, through treatment and celebrity-endorsed public service messaging. In addition, companies like DSM and Amway are solving some of our basic health care issues for underserved populations through access to nutritious food and water.

In articles from Aramark and Mondelēz, corporate volunteers have proven to be a fundamental component of implementing their community wellness program. This reminds us that sometimes the heart and success of programs lie in connecting people to people in a community.

Companies are changing the world. This report highlights some of the companies that are leading the way. We hope you enjoy this report.

To learn more about our work, please visit [www.uschamberfoundation.org/ccf](http://www.uschamberfoundation.org/ccf)

# CHAPTER 1





## SOLUTIONS TO BUILD HEALTHIER COMMUNITIES

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Childhood obesity has more than doubled and adolescent obesity has quadrupled in the past 30 years. The U.S. Centers for Disease Control and Prevention has identified sedentary lifestyles, poor diets, and lack of proper health education as just a few contributing factors to the obesity epidemic, which affects more than two-thirds of the U.S. population. Obesity is detrimental to a person's emotional, social, and physical health; obese individuals suffer from an increased risk of such ailments as cardiovascular disease, type 2 diabetes, sleep apnea, social stigma, and poor self-esteem.

Businesses like WellPoint, Aramark, BlueCross BlueShield Association, Campbell Soup Company, Mondelēz Global LLC, Trust for America's Health, EPODE International Network, and General Mills are leading the effort to treat and prevent obesity. These companies utilize their business expertise, advanced solutions, and innovative initiatives to encourage healthier lifestyles and improve the well-being of communities everywhere.

## Building a Healthier Generation: It Takes a Triple Play!

By Lance Chrisman, Executive Director, WellPoint Foundation and Social Responsibility



Nine-year-old Cheyenne turned to food for comfort when she was bored or lonely. Family problems led 10-year-old Caiden to start getting into trouble at school, play more video games, and eat unhealthy snacks. The Reeds, a family of seven, found themselves relying on fast food because of their busy lifestyle.

Cheyenne, Caiden, and the Reeds are not alone. Sedentary lifestyles and poor diets are potentially taking them down the same path as the more than one-third of U.S. children and teens who are overweight or obese. Studies show that obese children tend to remain obese into adulthood, increasing their risk of developing cardiovascular disease, diabetes, bone and joint problems, sleep apnea, and certain cancers.<sup>1</sup> Obesity also exposes children to bullying and stigmatization that can cause low self-esteem and depression.

WellPoint Foundation, a provider of health benefits to nearly 37 million Americans, is helping lead the fight against childhood obesity through the Foundation's signature "Healthy Generations Program."<sup>2</sup> Healthy Generations is a multigenerational initiative that supports and partners with organizations that are addressing specific diseases and health conditions, including childhood obesity, prenatal/maternal measures, immunizations, smoking cessation, cancer, heart disease, and diabetes.

This year, the WellPoint Foundation provided a \$10 million grant<sup>3</sup>—its largest in history—to support the Boys & Girls Clubs of America's (BGCA)<sup>4</sup> proven holistic health and

wellness program, Triple Play: A Game Plan for Mind, Body and Soul.<sup>5</sup> The program features nutrition-related activities that underscore portion control and a balanced diet. Furthermore, Triple Play improves knowledge of and access to healthy foods. Daily sports and physical activity challenges help program members work as a team to develop and maintain healthy habits.



1. U.S. Centers for Disease Control and Prevention. <http://www.cdc.gov/healthyyouth/obesity/facts.htm>
2. WellPoint Foundation. [http://wellpointcorporateresponsibility.com/cr/healthy\\_generations.html](http://wellpointcorporateresponsibility.com/cr/healthy_generations.html)
3. WellPoint Foundation. <http://wellpointfoundation.tumblr.com/post/79460469770/boys-girls-clubs-of-america-and-wellpoint-foundation>
4. Boys & Girls Clubs of America. <http://www.bgca.org/Pages/index.aspx>

5. Boys & Girls Clubs of America. <http://www.bgca.org/whatwedo/SportsFitnessRecreation/Pages/TriplePlayResources.aspx>



Over the past three years, the Foundation has committed \$5 million to support Triple Play as part of its ongoing work to promote healthy, active lifestyles. Building on that longstanding relationship, WellPoint's additional \$10 million commitment will help bring critical nutrition and exercise programs to more communities and more kids throughout the nation.

Since launching in 2005, Triple Play has reached more than 7.6 million kids and shared the importance of physical activity and proper nutrition. With WellPoint Foundation's help, BGCA will increase those connections to 9.1 million over the next five years.

"Maintaining a healthy lifestyle is an essential component for youth to achieve great futures," said Jim Clark, president and CEO of BGCA. "WellPoint Foundation's support is helping to create a culture of wellness at our clubs and enables us to reach more kids and communities to change the trajectory of youth health."

Cheyenne, Caiden, and the Reed family know that Triple Play has changed their lives for the better. Since participating in the program, they've become more active, have eaten healthier food, and have spent more time playing outdoors instead of watching TV.

"The biggest thing we learned through the Triple Play program was that WE, as parents, can make changes, even if our kids aren't on board right away. Kids will adapt as long as they see their parents or other role models, like, at the club setting a positive example," said Mrs. Reed. "Overall, this has been a truly wonderful experience. It has created memories that will last a lifetime and ways of living that will, hopefully, be passed down from our children to future generations."

# Eat a Rainbow: Aramark's Colorful Health & Wellness Initiatives

By Bev Dribin, Vice President, Community Relations & CSR Communications, Aramark



In underserved communities, children and adults continue to face myriad challenges to good health. Many individuals lack access to fresh, healthy food and tend to rely on convenience stores and fast-food restaurants for meals; others are in need of health and wellness information to help them learn about nutritious foods and how to prepare healthy meals on a budget.

In fact, according to the World Health Organization, more than 40 million children under the age of five are overweight, and the obesity rate has nearly doubled since 1980. Clearly, this issue demands continued attention, particularly in underserved communities where children are at a greater risk of developing lifelong nutrition-related illnesses, which will adversely affect their success in school and in the workplace.

As a global provider of award-winning services in food, facilities management, and uniforms, Aramark prepares more than two billion meals a year. We are a company whose mission is to enrich and nourish lives, and we know we can and must play an important role in helping to build a healthier society. Our food service team includes more than 750 dietitians as well as hundreds of culinary professionals. Their knowledge and skills are the foundation for Healthy for Life™, our comprehensive and integrated approach to health and wellness, which features healthy food, nutrition education, and wellness programs that work together to support well-being.

For us, Healthy For Life™ is more than a business imperative. We believe it's our responsibility to ensure that not only our consumers but also our communities have education and access to health and wellness information. As part of Aramark Building Community,<sup>6</sup> our philanthropic and volunteer program, we extend our health and wellness approach into

our communities to help children and families learn skills to help them flourish.

In Chicago, for example, our chefs and dietitians work with preschoolers and their families at Chicago's Casa Central, the largest Hispanic social service agency in the Midwest. Our experts encourage the children to "eat a rainbow" of red and yellow peppers, bright green cilantro, limes and green onions, red tomatoes, purple cabbage, and white Greek yogurt. After one healthy cooking demonstration, a mother told us that her five-year-old son enjoyed eating a rainbow so much that he asked if they could stop at the store on the way home to buy some of the foods he had sampled that day.

During our recent Aramark Global Volunteer Day,<sup>7</sup> we extended our commitment even further, inspiring kids around the world to live healthier lives. Thousands of employees in 14 countries went out into the community to inspire and educate children and their parents on the simple things they can do to improve their nutrition and physical fitness. We increased access to fresh fruits and vegetables by building community produce gardens, where families can harvest food on an ongoing basis. We assembled healthy snack packs for kids and meals for families, providing an opportunity for them to sample and prepare healthy foods. We enhanced play spaces to give children a safe place for exercise. We renovated and stocked food pantries and created places for people to find nutrition and wellness information.

The Aramark Building Community Academy is another example of our commitment to improving the nation's health. In partnership with the Alliance for Children and Families, the

6. Aramark. <http://www.enrichingliveseveryday.com/CommunityInvolvement/ABC.aspx>

7. Aramark. <http://www.enrichingliveseveryday.com/WireframeTemplates/CSRPillarPage.aspx?pageid=317&id=714&MenuId=10&SubMenuId=39>



academy provides community professionals with online and in-person information and tools to learn about best practices in community-based health and wellness initiatives so that they can increase their efficiency, effectiveness, and capacity in building programs. The academy also offers a full suite of our Healthy For Life™ materials, including factsheets, workshop materials, and newsletters for community centers.

The impact of our work is far-reaching. To date, Aramark has touched more than four million families in more than 100 communities worldwide. Our partners tell us our work has made a lasting and valuable impact. A note we received from St. Paul's Kids Café in Winston-Salem, North Carolina, sums it up: *"We're blessed to have compassionate partners in the community who feed and nurture children so they can thrive in school and in life."*

## Commitment to the Next Generation of Healthy Americans

By Paul Gerrard, Vice President, Strategic Communications, Blue Cross Blue Shield Association



One in three Americans relies on Blue Cross and Blue Shield companies for access to safe, quality, and affordable healthcare, but our responsibility does not end there. We help our members tackle some of the biggest challenges facing the neighborhoods where we live and work, and that commitment extends to our communities as well.

With obesity more than doubling in children and quadrupling in adolescents over the past 30 years, the 37 independently operated Blue Cross and Blue Shield companies and the Blue Cross Blue Shield Association have made the issue a top priority. Below is a snapshot of several recent Blue Cross and Blue Shield company programs located in the areas most at-risk for childhood obesity across the United States.

### Play Streets

In 2013, the Blue Cross Blue Shield Association joined forces with The Partnership for a Healthier America (PHA), an organization that brings together private, public, and nonprofit leaders to end childhood obesity. Together, the Blue Cross Blue Shield Association and PHA developed the Play Streets program.

Play Streets routinely closes streets to traffic and then opens that space to the community to encourage physical activity. Twelve Blue Cross and Blue Shield companies partnered with PHA and their local government officials to host 48 events across 10 cities. Collectively, Play Streets:

- Reached almost 72,000 attendees:
  - Greatest number of attendees at one event—Savannah, Georgia, with 13,000 attendees; and
  - Greatest total attendees—Minneapolis, Minnesota, with 27,500 attendees across four events.
- Generated 192+ hours of physical activity programming for communities in need.

- Created 42+ miles of open space for children and their families to be physically active.
  - Caguas, Puerto Rico, reported the longest street closure, with an average of four miles of open space across four events.

### Be Healthy School Grant Program

The Be Healthy School Grant Program awards grants to elementary schools in one state to start school-based health and wellness programs. Since 2012, the program has reached several milestones:

- 12,700 students participated in the program.
- 75% of the students were able to achieve “meets expectations” level on the U.S. Department of Education physical education testing standard, as compared to 50% before the program started.
- 90% of students were able to correctly answer questions on a nutritional choices test.
- 80% of students could correctly read nutrition labels found on food packaging.

### Healthy Futures Initiative

One Blue Cross and Blue Shield company developed the Healthy Futures Initiative, a three-year program and prospective research study to improve childhood health. The initiative provides 25 elementary schools with resources to encourage children to eat right, get fit, and stay well. A local university was engaged to conduct a research study of fourth-grade students who will be followed over three years, tracking changes in body mass index, waist circumference, prevalence of chronic disease, compliance with mandatory screenings, and fitness assessments. As part of the study, a local nursing college is conducting focus groups to assess nutritional awareness to track the students’ wellness measures and screenings. The study’s findings will help the local Blue



Photo by: Andrew Monson

Cross and Blue Shield company and its collaborators shape recommendations for future child wellness initiatives.

### **2 Step in the Classroom**

2 Step in the Classroom was jointly created by one Blue Cross and Blue Shield company and a state university agricultural center in fall 2013. With 2 Step in the Classroom, children in kindergarten through fifth grade have fun while learning about physical activity and nutrition. State agriculture and healthy cuisine are reinforced, while children are engaged with examples relevant to where they live, learn, and play. In spring 2013, 2 Step in the Classroom was launched as a pilot program, resulting in a 7% increase in step counts for second, third, and fourth graders.

### **National Scope, Local Impact**

Blue Cross and Blue Shield companies believe childhood obesity trends can be reversed and are working with local organizations in all 50 states, Washington D.C., and Puerto Rico, to do just that.

By empowering children, their families, teachers, and physicians with information and opportunities to engage in healthy behaviors, Blue Cross and Blue Shield companies are fostering the next generation of healthy Americans.

# Collective Impact for Healthy Living: How Campbell Is Turning around Health in Camden

By Kim Fortunato, Director, Healthy Communities, Campbell Soup Company



In February 2011, Campbell Soup Company announced the launch of a 10-year, \$10 million initiative to reduce childhood obesity and hunger by 50% in our hometown of Camden, New Jersey, which has been Campbell world headquarters since 1869. Although it was a vibrant city until the middle of the past century, Camden, with approximately 77,000 residents, has earned the unfortunate reputation of being one of the country's most dangerous and poorest cities. Not only did Campbell commit to remain in Camden, but it is the only company in the food industry that has shown this level of dedication to reducing childhood obesity.

In the past three years, we have designed Campbell Healthy Communities, a thoughtful community-based model that is currently being scaled to our other Campbell sites and beyond. Our strategies are clear and inclusive, with four distinct areas of focus:

- **Food Access**—Ensure that high-quality, affordable, nutritious foods are accessible in our communities.
- **Nutrition Education**—Support a healthy lifestyle by teaching children, parents, expectant mothers, and school staff how to budget for healthy food and prepare balanced meals.
- **Physical Activity/Access**—Promote regular physical activity in school, after school, and throughout the community in a safe environment.
- **Public Will**—Engage the public as a partner in the creation and sustainability of a healthy community.

Campbell Healthy Communities is designed on a collective impact framework, recognizing that a single organization cannot change a major social issue. We have identified and

invited multiple partners to work with us to solve the complex issue of childhood obesity and hunger.

Adding to the complexity is the severe poverty and fragile infrastructure that exists in Camden. With our partners, we began by defining a common agenda: a collective commitment to reduce childhood obesity and hunger by 50% in 10 years. Our initial focus is Camden, where we have established a network of partners who implement programs to accomplish our goal. From the beginning we established a set of shared measures by which we aggregate data against each of the four strategies. Our investees (funded by Campbell Healthy Communities) report quarterly on incremental measures on their specific objectives for food access, nutrition education, physical activity, and public will. We measure body mass index annually and have implemented an innovative model to assess hunger/food insecurity with the emergency departments in two of our city hospitals. Our philosophy is inclusive; we value a wide cross section of stakeholders and diversity of thought. Campbell, as founder and backbone organization, has launched and supported the collective. Currently, we are in the process of identifying a community-based organization that will assume the backbone function to ensure ultimate sustainability of the program.

Our theory of change has been on an individual level with students, teachers, and families and a systems level across our community. Thus far, we have seen significant behavioral change among our youngest community members, whose physical activity increased and whose intake of fresh produce has measurably improved. We have planted school gardens and harvested produce that has been used in cooking classes in our schools.



Campbell Soup Company has also taken steps to assess and improve the overall Camden food system. Recognizing the lack of access to full-service grocery stores in the community, we have deployed mobile produce trucks, backed community-supported agriculture, and created a Healthy Corner Store Initiative. Approximately 25% of Camden's corner stores are enrolled in the program, with many of them hosting profit-boosting cooking demonstrations. Finally, we have co-invested with a regional planning commission, which has conducted research and gathered data on the community and will issue a report listing strategies for achieving an equitable and accessible food system in the city.

While the work is still in an early stage, we have witnessed environmental and policy changes in our schools, behavioral changes in our children and families, and citywide changes in our food system. The immense initial success of this program proves the power of a collective impact framework, where all partners are dedicated to a common vision and work together

to achieve it. We believe that we are turning the tide in Camden and have tremendous hope for our city and our children.

## Community Partners Answer the Call for Well-being

By Nicole Robinson, Senior Director, Corporate Community Involvement, Mondelēz Global LLC



Mondelēz International, the world's largest snack company, delights consumers with treats, including biscuits, chocolate, and gum, from brands like Oreo, Cadbury, and Trident. Core to our strategy is the belief that business growth is directly linked to the well-being of the people and the planet.

This goal to improve global and individual well-being is branded the Call for Well-being. Our reach and industry leadership position us well to bring together diverse voices and ideas to drive change. We focus on four areas; we believe that by working in partnership with others, we can have a significant impact on:

- **Sustainability:** Securing sustainable agriculture supplies and reducing our footprint
- **Mindful Snacking:** Empowering consumers to snack mindfully
- **Community Partnerships:** Partnering to promote healthy lifestyles
- **Safety:** Keeping our employees and consumers safe

### Community Health Collaborations that Drive Impact

In partnership with the Mondelēz International Foundation, Mondelēz International empowers families and communities to lead healthier lives through a three-pronged approach to combat obesity:

- Offering nutrition education
- Promoting active play
- Providing access to fresh foods

The Foundation is making a \$50 million, multiyear commitment to community programs that get children playing and choosing nutritious foods. We're targeting these efforts in key markets, including Australia, Brazil, China, France, Germany, India, Italy, Mexico, Russia, South Africa, Spain,

the United Kingdom, and the United States. Employees around the world—from nutrition scientists to health and wellness directors—help us to answer the call by sharing their unique perspectives, allowing us to fully leverage the intellectual capital of our people. We're committed to empowering consumers to snack mindfully by offering snack with improved nutrition profiles and expanded portion control options. In fact, by 2020 we've set targets to increase individually wrapped portion control options by 25%.

### Brazil Answers the Call for Well-being—Community Partnership Snapshot

In Brazil, nearly 30% of children and youth are overweight and obese. In fact, obesity has now surpassed malnutrition as the most prevalent nutritional disorder among Brazilian children. To address this problem, we collaborated with INMED Partnerships for Children and Institute for Sports Education (IEE) to expand Health in Action (Ação Saudável), a program expected to reach 1,000 schools throughout northeastern Brazil.

The inclusion of physical activity through IEE will bring fitness to the classroom and community. School kitchen workers and teachers participate in food safety and cooking training. Kids (ages 5 to 14) are learning to plant and harvest school gardens that provide fresh food for school meals. Through this initiative, we will reach 675,000 people.

Documenting results is key to our effort, so we're measuring the program's ability to reduce parasitic infections, increase vegetable consumption, and achieve healthy weights (normal body mass index) for all child participants.

### Shared Outcomes, Global Impact

We bring together our nongovernmental (NGO) partners to discuss innovative ways to promote healthy lifestyles. The



Foundation held the first-of-its-kind global NGO summit<sup>8</sup> promoting healthy lifestyles for youth at the International Congress of Nutrition in Spain—the world’s largest gathering of nutrition professionals. Dr. Rafael Pérez-Escamilla, director of the Office of Public Health Practice at the Yale School of Public Health, and Michael Alberg-Seberich, managing director at Beyond Philanthropy, led the summit with help from the International Nutrition Foundation (<http://www.inffoundation.org/>). The summit focused on using Program Impact Pathways, a cutting-edge, comprehensive, and rigorous evaluation approach. Harnessing the collective ideas and successes of our NGO partners helps us to create

more effective programs and better measure their impact, making our combined efforts even stronger. Despite cultural variations, all partnering NGOs have now agreed to track their outcomes. A summary of these findings will be published in the September 2014 edition of the *Food & Nutrition Bulletin*, a leading resource for researchers, academics, and nutrition policy makers in more than 125 countries.

Although our organization is large enough to generate global conversations on these growing societal concerns, we also recognize that we don’t have all the answers. That’s why the core of the Call for Well-being is a call to action for ourselves, our NGO partners, our suppliers, and other stakeholders to work together to improve the world’s well-being.

8. Mondelez International. [http://www.mondelezinternational.com/~media/MondelezCorporate/uploads/well-being/MDLZ\\_News\\_2013\\_9\\_16\\_General\\_Releases.pdf](http://www.mondelezinternational.com/~media/MondelezCorporate/uploads/well-being/MDLZ_News_2013_9_16_General_Releases.pdf)

# The Business Community Shows Good Employee Wellness Programs Go Beyond 9–5

By Jeff Levi PhD, Executive Director, Trust for America's Health



Preventing disease is a sure way to improve America's health AND economy.

Yet, for the past two decades, the obesity epidemic has grown enormously, costing employers \$4.3 billion<sup>9</sup> every year in job absenteeism alone, not to mention rising insurance costs.

To help improve health and productivity and to save costs, many employers are investing in wellness programs—but also thinking beyond the nine-to-five workday. At-work programs can only go so far because the health of employees—and their dependents—is largely affected by factors outside of work and the traditional healthcare setting:

- **Living Environment:** Do residents have access to safe places to exercise or to fresh, affordable produce?
- **Learning Environment:** Do schools offer physical and health education, and healthy lunches?
- **Playing Environment:** Can people safely ride bikes, run, or walk?

For instance, Target, which provides health insurance to nearly a quarter of a million people,<sup>10</sup> knows all too well how important it is to create innovative approaches that will improve the health of the communities it serves. Recently, Target designated 2,000 workers across the country as “Wellness Champions,” who encourage colleagues to get more exercise and to eat right.<sup>10</sup> The company provides information on healthy living to the Champions, who share it with colleagues.

Other organizations have begun similar campaigns. In Texas, where the state comptroller found obesity costs businesses

billions of dollars every year, USAA began taking efforts to improve employee health.<sup>10</sup> It provided employees discounts for regular use of company fitness centers, walking trails on many of its campuses, and affordable, healthier options in its cafeterias. The company has gotten some early results: healthcare costs have increased by just 2% per year, far below the national average.

In Indiana, Creative Craftsman, an 18-employee company, started a wellness program to help improve the health, productivity, and happiness of its employees.<sup>11</sup> It hired a local healthcare provider to set up and run the program, which supports screenings as well as health counseling and disease management. The company, whose annual sales range between \$2.5 and \$3.5 million, spends around \$4,000 a year on its wellness program.

In addition, we have seen unique public-private collaborations created to improve access to healthy choices in communities. In Akron, Ohio, the local Chamber of Commerce, a range of large and small businesses, and numerous other public and private groups partnered with the Austen BioInnovation Institute to look for ways to improve the vitality of the community, resulting in more than 70 employers and organizations launching the first-of-its kind Accountable Care Community (ACC) in 2011.<sup>12</sup>

The ACC is focused on improving the health of the community and incentivizing the healthcare system to reward improved health while delivering cost-effective care. In an 18-month span, the ACC completed two projects with individuals who have type 2 diabetes. A comprehensive program that connected individuals to community resources tailored to their needs reduced medical costs by 10% per month. The second

9. Trust for America's Health & Robert Wood Johnson Foundation. <http://www.fasinfat.org/cost-containment/>

10. Trust for America's Health. <http://healthyamericans.org/assets/files/TFAH2011PreventEconomy05.pdf>

11. Trust for America's Health. <http://healthyamericans.org/assets/files/creative%20craftsman.pdf>

12. Trust for America's Health. <http://bitly/1tp8Jci>



project, a diabetes self-management program, resulted in estimated program savings of \$3,185 per person, per year.

Around the country, small, medium, and large businesses are finding innovative ways to harness community resources to improve access to healthy options. In doing so, they are signaling that one of the most important investments they can make is in the well-being of their employees, families, and neighborhoods.

# Public-Private Involvement in Preventing Childhood Obesity Saves Lives

By Jean-Michel Borys, European Network Director, EPODE European Network



Obesity, especially childhood obesity, has become one of the most crucial health and economic challenges in the United States and across the world today. EPODE (a French acronym for “Together Let’s Prevent Childhood Obesity”) is one of the most promising approaches to preventing obesity and noncommunicable diseases. Recognizing the effectiveness of multilateral collaborations in tackling public health issues, the EPODE methodology, created in 1992, envisioned a community-based model involving multiple stakeholders. Indeed this multilateral involvement is a key factor in successfully tackling public health issues. With common objectives and the involvement of local, regional, and federal governments, along with scientists, civil society, and the private sector, it is possible to drastically change behaviors, improve the local and global environment, prevent chronic diseases, and improve overall health quality.



The strength of the EPODE methodology<sup>13</sup> is that it is based on four pillars: involvement of political representatives, scientific evaluation and dissemination, methods of social marketing and networking, and public-private partnerships (PPPs). The results speak for themselves:

- In the pilot study in France,<sup>14</sup> the prevalence of overweight and obese children decreased by 40% between 1992 and 2004.
- In a larger sample of 500,000 in 10 French pilot towns, the same trend was observed: a 10% decrease in less than four years.
- In Belgium, there was a significant decrease of 22% in the prevalence of overweight persons in three years.

Another major advantage of EPODE is the sustainability of its programs and its transferability in culturally and politically diverse settings. The first EPODE programs launched in 1992 are still very active. Thanks to the PPPs—including the European Commission and private partner sectors like the food and beverage industry—the EPODE methodology has been disseminated into many countries, forming the EPODE International Network, which is the world’s largest obesity prevention network. Today, the network has more than 37 members in 25 countries in Europe, the Americas, Asia Pacific, and the Middle East.

13. EPODE approach for childhood obesity prevention: Methods, progress and international development. Borys JM, Le Bodo Y, Jebb SA, Seidell JC, Summerbell C, Richard D, De Henauw S, Moreno LA, Romon M, Visscher TLS, Raffin S, Swinburn, B, the EEN Study Group. *Obes Rev.* 2012 Apr;13(4):299–315.
14. Downward trends in the prevalence of childhood overweight in the setting of 12-year school- and community-based programmes. Romon M, Lommez A, Tafflet M, Basdevant A, Oppert JM, Bresson JL, Borys JM et al. *Public Health Nutr.* 2009 Oct;12(10):1735–42.



In today's economic climate, health budgets around the globe are being cut, dimming the outlook for the prevention of obesity. Although many promising initiatives exist to reduce childhood obesity, the key issue today is their sustainability. Though PPPs are established and successful in many fields, the collaboration of these sectors, and particularly the involvement of the food and drink industry in obesity prevention, is often a source of controversy, raising the issue of conflict of interest. Tools such as the EPODE Public Private Engagement Charter have been critical in specifying that there should be no private partner involvement in the scientific content of the health promotion program. Furthermore, the charter outlines limitations on

communication with children and how a branded product can associate with EPODE. In EPODE's experience, some of the keys of success in PPPs include balanced communication, transparency and accountability, and the implementation of adequate governing procedures.

It should be understood at the launch of a community-based program that a company cannot commit forever—nor can a government commit, given that it has the “next election” time lapse to consider. As political mandates draw to a close and projects of this sort change, private support can safeguard the existence of community-based programs and ensure their continuity.

## Advancing Health and Nutrition through Product Innovation and Energy Balance

By Maha Tahiri, Chief Health and Wellness Officer, General Mills



General Mills is a food company that produces staples in American kitchens like Cheerios, Green Giant vegetables, and Yoplait yogurt, among others. We reach millions of consumers with more than 100 brands across more than 100 countries. Through our products, we provide consumers with convenient, nutritious food that—when combined with physical activity—can help them lead healthier lives. Health is a core growth strategy for us and a primary driver of our innovation.

We continuously improve the health profile of existing General Mills products as well as introduce innovative new products. We developed a Health Metric to encourage and measure the company's progress on nutrition and health improvements, and since establishing this metric in 2005, we've improved the health profile of 73% of our U.S. retail sales volume. These improvements include increasing positive nutrients like protein, fiber, vitamins, and minerals, or reducing such components as calories, sodium, sugar, and fat—all while maintaining great flavor.

Our history of nutrition expertise is what guides us as the world faces nutrition-related challenges, such as obesity, which, according to the World Health Organization, has nearly doubled worldwide since 1980. Through our products, consumer education, and philanthropic efforts, we promote healthy lifestyles that balance caloric consumption and physical activity.

To encourage energy balance and combat obesity, General Mills invests in programs that help improve nutrition and increase physical activity, including:

- A six-year, \$10 million commitment that promotes fitness among children through the Presidential Youth Fitness Program (PYFP) with the President's Council on Fitness, Sports, and Nutrition; PYFP is a comprehensive school fitness program that cultivates lifelong skills and healthy habits in the fight against childhood obesity.
- Our flagship Champions for Healthy Kids grants program, which is designed to support community organizations, nonprofits, and schools that offer innovative youth nutrition and fitness programs; since its launch in 2002, Champions for Healthy Kids has funded more than 550 youth nutrition and fitness programs that have reached nearly one million kids through grants totaling \$6.5 million.

Harnessing our unique expertise and partnering with others that share our commitment to health and nutrition has resulted in the greatest impact. And we're seeing progress, but these are big challenges that take time and require that all of us be at the table.



General Mills has improved the health profile of **nearly three-quarters** of our U.S. retail sales volume since 2005.



# Chapter 2





## SOLUTIONS FOR THE FOOD INSECURE

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Food insecurity is a complicated and critical issue. According to the *State of Food Insecurity in the World 2013*, there are 842 million people in the world who suffer from chronic hunger.<sup>15</sup> Chronic hunger is a global issue; the latest United States Department of Agriculture report stated that 49 million people in the United States live in food insecure households. Individuals who suffer from caloric and nutrient deficiency are

at risk for impaired cognitive development, stunted growth, and chronic disease, which hinders economic output and growth.

DSM, Amway, and Walmart are just a few of the many companies that are applying their product capabilities, global operations, and philanthropic efforts to combat the issue on both domestic and international levels. These companies recognize that the negative consequences of food insecurity reach far beyond a country's borders, and their efforts have the potential to affect the fiscal, social, and developmental well-being of the entire world.

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15. Food and Agriculture Organization of the United Nations. <http://www.fao.org/publications/sofi/2013/en/>



# Vitamin Deficiency and Malnutrition are not just a Developing World Issue

By Hugh Welsh, President, DSM North America



DSM—a Dutch-headquartered, publically traded company—enjoys more than \$12 billion in sales, with 24,500 employees worldwide and 5,000 employees and \$3.5 billion sales in North America. DSM's largest business, which accounts for half its sales, is in nutritional ingredients. DSM is a world leader in the manufacture and development of water- and fat-soluble vitamins, carotenoids, enzymes, and nutritional lipids. Nearly every American consumes DSM's products every day through supplements and multivitamins, fortified cereals, bars, and beverages, as well as through the fish, poultry, pork, and beef we eat, as those animals consume feed fortified with DSM materials.

DSM was founded in the Netherlands more than 100 years ago. Its name originally stood for “Dutch State Mines,” but when it no longer fit, it was repurposed to mean “Do Something Meaningful.” In the context of nutrition and food security, it's a vision DSM strives to realize every day.

Every six seconds, a mother somewhere in the world loses a child as a result of malnutrition. As you might imagine, this is unacceptable to the world's largest nutrition company. DSM focuses on “hidden hunger,” or the two billion people who may have enough to eat in caloric terms but who are largely deficient in essential micronutrients. One-third of the world's children suffer severe physical and cognitive deficits as a consequence of micronutrient deficiency; they are not getting enough vitamins, minerals, and other nutrients. DSM has long worked with organizations such as the United Nations World Food Program, World Vision, Partners in Food Solutions, USAID, Sight & Life, Vitamin Angels, GAIN, and others to improve the nutritional content of food in the developing world.

We now know that the issue of micronutrient deficiency is

also a serious one in the United States, where 90% of the population does not get enough vitamin D and the majority of the population does not get enough nutritional lipids or vitamin E. Many American consumers do not have access to the quantity of whole fruits and vegetables required to meet their needs, either because they live in “food deserts” or because the cost of this produce renders it unaffordable. There are also large segments of our population that—due





to lifestyle challenges and convenience—elect to consume foods that are high in fat, salt, sugar, and calories but woefully low in nutritional content. As a consequence, it is estimated that 85% of the U.S. population does not get the required full complement of essential vitamins, minerals, and other nutrients. This “silent tsunami” represents a genuine threat to U.S. public health, and DSM—together with our partners like Global Health Corp, customers, insurers, and the public sector—is working to raise awareness and offer simple, low-cost solutions to this public health challenge.

Micronutrient deficiency is a challenge worldwide that constitutes an important public health policy issue. The long-term effects of micronutrient deficiency in children show up later in life: these individuals do not reach their full physical and cognitive potential, and as seniors, they suffer fractures, cognitive decline, and chronic diseases—all of which impose

large financial burdens on our economy and immeasurable emotional and physical burdens on these individuals and their families. DSM will continue to work to ensure that every child, and every consumer, wherever they are located, has the best nutrition possible. While we continue to work passionately to eradicate “hidden hunger” around the world, we have also refocused our efforts to ensure that every American has access to quality, affordable nutrition so that we can all enjoy the economic growth, health, productivity, and educational benefits that proper nutrition yields.

## Little Kids, Big Dreams

By Jeff Terry, Global Head of Corporate Social Responsibility, Amway



At Amway, our mission is to help people live better lives and reach their full potential. Unfortunately, many individuals struggle to get basic necessities, like proper nutrition. After 80 years of being in the business of health and wellness—and as the world’s number-one brand of vitamins and dietary supplements<sup>16</sup>—Amway is now well equipped to make better health a reality through Nutrilite (TM).

According to the World Health Organization, malnutrition is the underlying cause of preventable death for more than 3.1 million children under age five each year. We at Amway find this statistic unacceptable and are joining the fight against global childhood malnutrition.

Our efforts include two important components: a micronutrient supplement and a plan to deliver it to families around the world. Our goal is to help thousands of children and families in 17 countries over the next three years.

Here’s how it works: Amway scientists developed NUTRILITE(TM) Little Bits™, a 1-gram micronutrient powder packet containing 15 vitamins and minerals that can be mixed into food. Enhanced with plant ingredients, it is odorless and tasteless, and it helps children ages six months to five years grow into healthier adults. NUTRILITE Little Bits is added to malnourished children’s food once a day and studies have shown positive results, including improvements in hemoglobin levels and anemia status, as well as better levels of activity, communication, and interest in learning in as little as six months.

Since 2009, Little Bits has helped improve the health of more than 3,000 children in Mexico and Zambia. We are heartened

by the words of Jonathan Nzima, a father from Lusaka, Zambia. He and his blind wife have three young children, and he shared this perspective:

“In Zambia, it’s a good country. There’s peace. But there’s few people who are well off. The rest of the people ... they are not reaching their target needs. I can’t buy oranges or bananas. If the food which you give them (children) doesn’t have vitamins, how can they survive? My firstborn passed away because lacking of the right food. If my children are not eating vitamins, they’ll get sick. Because of Little Bits™, my children have survived up to date. Although I haven’t bought oranges or bananas, I know that they have taken vitamins. So I am very much happy.”

How will we get Little Bits to families like the Nzimas? Through the Nutrilite Power of 5 Campaign, intended to build awareness and raise funds for the distribution of Little Bits. We are partnering with CARE and other humanitarian organizations to add Little Bits to existing programs that provide food provisions as well as education and evaluation of children’s health progress.

The Nutrilite Power of 5 Campaign launched in May, and it is quickly gaining attention and participants around the world. This program calls on all of us to engage and support the nutritional health and potential of children everywhere. For additional information and to make a donation, please visit **NutrilitePowerof5.com**

Together, we can help big dreams come true.

16. Euromonitor International Limited. <http://www.euromonitor.com/amwayclaims>



# Making Food More Nutritious, More Affordable, and More Accessible

By Tres Bailey, Director, Agriculture and Food, Walmart



Sam Walton opened the first Walmart stores so that people in rural areas could have access to a variety of quality, affordable merchandise—just like people in big cities did. Flash forward to more than 50 years later. According to the United States Department of Agriculture (USDA), 49 million Americans live in households—in both urban and rural areas—that are “food insecure,” meaning families sometimes lack the resources to buy enough food. Food insecurity has been associated with costly chronic health outcomes, including diabetes, hypertension, and cardiovascular disease.

At Walmart, we think no community should lack something as fundamental to human well-being as access to food. To some, the issues of hunger and nutrition may not seem intertwined, but we see them as inseparable. We knew that as the nation’s largest grocer, we had an opportunity to do something about both concerns.

It’s why we’re dedicated to closing the gap for the millions of Americans who have limited access to safe, fresh, affordable, healthy, and sustainable food. In 2011, we committed to opening 275 to 300 stores that serve food deserts—areas where access to affordable and more nutritious food is limited. We have since opened 224 stores in these areas. We’re on track to fulfill our commitment ahead of schedule and estimate that these stores will serve approximately 1.3 million people. Many areas classified as food deserts are also job deserts. The hundreds of jobs created with each store opening can provide competitive wages, valuable benefits, and the chance to build a career.

We know that access to food isn’t just about store location—it’s about affordability. So, we pledged to save our customers more money on fresh fruits and vegetables. Since 2011, we

have saved customers \$3.5 billion on fresh produce and worked to eliminate the price premiums on better-for-you items across key grocery categories. Most recently, Walmart announced an effort to drive down the price of organic foods. With the relaunch of the Wild Oats brand, we’re making it easier than ever for customers to access affordable organic and natural foods.

It’s also about making healthy easy. For the past few years, we’ve been working to improve the nutritional quality of everyday foods in our Great Value brand and national food brands. We’ve reduced sodium by 13% and sugar by more than 10%, and we have decreased the amount of products in stores that contain partially hydrogenated oils to 7%. Through this work with our suppliers, Walmart is helping shape the food system in ways that will have meaningful population-level impacts—without consumers having to do a thing.

When we open a store in a food desert, we are proud to become a part of that community, providing not only good jobs and healthier, affordable food but also increased philanthropic giving by our Foundation—particularly to address food insecurity.





Since announcing our Fighting Hunger Together (<http://wm8.walmart.com/Hunger>) commitment in 2010, Walmart has donated more than 1.58 billion pounds of food to local food banks and pantries. As of earlier this year, Walmart and the Walmart Foundation have awarded \$260 million in grants to hunger-relief programs across the country. To ensure the sustainability of our efforts and to magnify our impact, we work with others who are fighting hunger. Our partnership with 10 of our suppliers resulted in more than \$4 million in additional donations to combat food insecurity across the United States. We also collaborate with other companies that are committed to better understanding and fighting the issue of hunger.

Expanding access to build stronger, healthier communities is part of our heritage, and it's what we'll continue to do. Every

week, our U.S. stores see more than 140 million customer transactions. Each one of these transactions represents an opportunity for us to bring more nutritious food to more people, at more affordable prices, and in more communities than anyone else. We are proud to be doing our part to make sure that no family should have to choose between food that is good for them and food they can afford.

*For more information regarding Walmart's efforts to address nutrition and food security, read our 2014 Global Responsibility Report (<http://corporate.walmart.com/global-responsibility/environment-sustainability/global-responsibility-report>).*

# Chapter 3



# SOLUTIONS FOR SAFE WATER & SANITATION

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It is estimated that 2.5 billion people in the world do not have access to adequate sanitation, one in three of the world's population. Unsanitary living conditions is the world's leading cause of unsafe drinking water and subsequent disease, dehydration, and fatality. A recent study by Water.org revealed that more children die of water-borne illnesses than measles and HIV combined. These sicknesses are extremely preventable; if sanitary conditions were to improve even slightly in developing countries, water-based fatalities could decline by as much as 33%.

Those living in developing countries experience lack of sanitation and unsafe drinking water disproportionately more

than people elsewhere in the world do, but they are not the only ones affected. The global economy is suffering from the loss of potential capital. Halving the proportion of those universally without access to safe drinking water and adequate sanitation by 2015 is estimated to result in 272 million more school attendance days a year. Based on discounted future earnings, the value of lives saved would amount to \$3.6 billion a year. H&M Conscious Foundation and Procter & Gamble are two of the many companies that are actively minimizing the deficiency of hygienic facilities and clean water by implementing effective, hands-on solutions that save lives, create opportunities, and improve global economic capacity.



## Investing in Clean Water and Sanitation for a Future of Progress

By Helena Thybell, Global Manager, H&M Conscious Foundation



Today, 1 in 10 people live without access to clean, safe water, and 1 in 3 lack access to adequate sanitation. Furthermore, almost 50% of the students in low-income countries do not have access to a toilet or clean water at school. The absence of these most essential services is a cause for disease and risk, with negative impacts on health and wider development issues, such as gender equality, education, and economic growth.

To address this problem, H&M Conscious Foundation has partnered with the nonprofit organization WaterAid. On a global level, we invest in children's future prospects by providing water, sanitation, and hygiene education in schools. Through this effort, 250,000 students will directly benefit within a three-year period.

On a local level, we run tailor-made projects that address local needs. One such project is in Bangladesh, where the foundation's targeted funding will reach approximately four million people who live and work in the capital city of Dhaka, providing them with safe, sustainable, and dignified public sanitation services. Dhaka, the fastest-growing city in the world, is failing to provide its low-income population with public sanitation services, which has a considerable effect on the city environment and the health of its inhabitants. The project will promote a new era in public-private partnership with a new model for renovation, management, and supervision of public toilets in Dhaka. As a result, many people in the city will be able to use clean and safe sanitation and hygiene services.

Our ambition is to transform systems. In Dhaka, this means building the capacity of local government and creating sustainable models for replication; in our global program, we will showcase the work we are doing in five countries to highlight how government bodies can replicate and scale up

the approach. The goal is for all schools to have clean water and separate toilets for girls and boys, enabling children to stay in school and get the most out of their educations. We want new United Nations poverty reduction targets to include a specific aim for school water and sanitation as part of a wider goal for achieving universal access to water, sanitation, and hygiene by 2030.



Photo by: Water Aid/Marco Betti



Together H&M Conscious Foundation and WaterAid will reach more people like Kalpona, a young midwife who lives in TT Para slum, Dhaka. She says:

“In the past the conditions here were too bad; the latrines were almost broken. There was no proper drainage system, and the waste was stored here, there, and everywhere. It was very harmful to our people, including the women who suffered from diseases like diarrhoea, jaundice, and dysentery. Now the situation has really improved. Our health has improved, and we are all benefitting. We did have toilets before, but they were open; there was no privacy. This would damage the women’s dignity. People were very embarrassed before. The main controlling power in our community is in the hands of the men, but the women here are now more conscious about leadership; maybe this will change. Now our situation is more developed.”

Progress on this can be enhanced if national and international stakeholders, such as the private sector, take an active part in realizing the 2030 target. By investing in water and sanitation, resources from the private sector can be leveraged, bringing a four-dollar return on every dollar invested through increased productivity and decreased healthcare costs. These are investments that shape a future of progress, one that brings people better futures and allows them to live healthy, more prosperous, and more dignified lives.

To learn more, please visit [www.hm.com/consciousfoundation](http://www.hm.com/consciousfoundation)

## P&G Purifier of Water—The Innovation behind the P&G Children’s Safe Drinking Water Program

By Allison Tummon-Kamphuis, Manager, Children’s Safe Drinking Water, Procter & Gamble



The distribution challenges were too many for P&G to take on alone. Instead of abandoning the technology, P&G turned the project into a philanthropic effort, building global partnerships with organizations already on the ground and engaged in behavioral change and education programs. Over the past decade, P&G has formed an innovative, global network of more than 140 advocacy and implementation partners that are providing clean drinking water during emergencies and in sustained community programs.

In the 10th year of the CSDW Program, P&G is executing a multifocused strategy that includes emergency response to major disasters; rural community, clinic, and school water, sanitation, and hygiene (WASH) educational programs; and integration of clean water with global health initiatives for the most vulnerable, including people living HIV/AIDS and malnourished children.

### Global Impact

In collaboration with Population Services International, CARE, ChildFund, Save the Children, World Vision, the U.S. government, and others, the CSDW Program has established ongoing efforts in more than 25 countries in Asia, Africa, and Latin America.

CSDW also has provided packets for emergency relief during many major natural disasters, including the Southeast Asia tsunami; hurricanes and floods; earthquakes; cholera outbreaks in much of Africa; and the West Africa/Sahel famine.

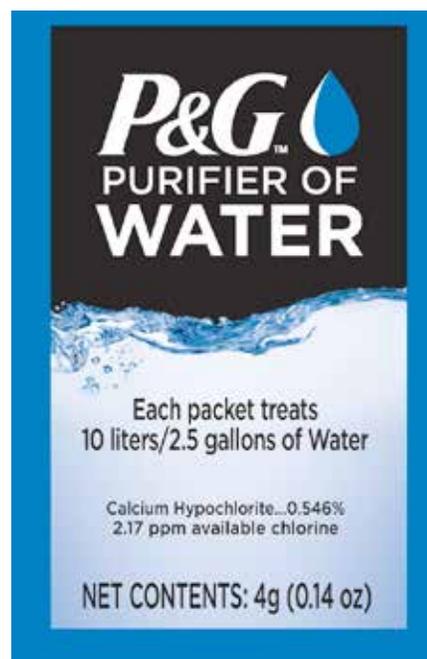
### Ongoing Awareness

With more than 1,600 children still dying every day from disease caused by unsafe drinking water—more than from HIV/AIDS and malaria combined—the clean water crisis is a global issue that requires ongoing and increased attention. P&G has committed resources and time to helping build

awareness of the global water crisis while promoting a variety of solutions to help address the lack of safe drinking water. P&G was a founding member of the UNICEF/WHO Network for Household Water Treatment and Safe Storage; through the network, it has helped to establish household water treatment as a viable and practical means of improving access to clean drinking water in areas of the world where safe water infrastructure does not exist. P&G has also participated in the Global Water Challenge, the U.S. Water Partnership, and has been a longstanding member of the Clinton Global Initiative.

### 2020 Vision

P&G’s goal is to provide enough water to save one life every hour through the delivery of more than 2 billion liters of clean drinking water every year by 2020—helping to save an estimated 10,000 lives and to prevent 80 million days of diarrheal illness on an annual basis. To realize this goal,





P&G has opened a new manufacturing facility in Singapore, is forging new partnerships with humanitarian organizations throughout the world, and is extending CSDW Program operations into more countries.

To learn more about the P&G Purifier of Water packets or the CSDW Program, visit <http://www.csdw.org>.

# Chapter 4





# SOLUTIONS LEVERAGING TECHNOLOGY AND DATA FOR GOOD

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We live in an era dominated by technological advances and data generation. With 1.4 billion smartphones produced and 2 billion people connected to the internet, data is being generated at a quicker and more constant rate than ever before. User data is employed for a variety of purposes, including customer breakdown, network reliability, and optimal product advertising. But this recent influx of information can be used for more than creating marketing techniques; big data has the potential to advance sustainable

development, produce innovative healthcare solutions, and shape the world's social landscape.

Businesses like Cigna, UnitedHealth Group, and Qualcomm Inc. are leaders in the effort to use data and technology for improving health and society. Their initiatives work to leverage the opportunities of our current technological era in order to positively impact billions of people.



## America's Health Rankings—Measuring Health to Spur Action

By Kate Rubin, Vice President, Social Responsibility, and Shelly Espinosa, Director, Community & Philanthropic Programs, UnitedHealth Group



*America's Health Rankings*® is designed to measure, report on, and improve the health of our nation. Presented by United Health Foundation, it is the longest-running report of its kind, tracking the health of the country for the past 24 years and offering a unique, comprehensive perspective on how the nation—and each state—measures up.

Building on this success, United Health Foundation released the inaugural *America's Health Rankings*® Senior Report in 2013. This report offers a comprehensive analysis of senior health on both national and state levels to help guide action.

But reporting, while valuable, isn't enough, so United Health Foundation and the Association of State and Territorial Health Officials (ASTHO) have funded five states—Arkansas, Georgia, Kansas, Oklahoma, and Rhode Island—to improve health outcomes in their states. Each state is receiving at least \$25,000 as well as training and support to develop an innovative collaborative care model that will provide physician training and facilitate best practices in order to improve each state's health outcomes in the following areas:

- Diabetes
- Infant mortality
- Obesity
- Smoking

These conditions were chosen on the basis of each state's prevalence, as measured by *America's Health Rankings*. While five states were selected, all states can benefit. ASTHO will share the lessons learned with other states to offer best-practice recommendations that will lead to healthier people, families, communities, states, and a healthier America.

In addition, to reduce debilitating and expensive chronic diseases, United Health Foundation and the Robert Wood Johnson Foundation awarded \$700,000 in community health grants to nine member coalitions of the National Business Coalition on Health. The awards provide the communities with resources to assess their key health challenges through planning or implementing efforts to solve them. The funding is playing an important role in spurring these communities to action, using data such as that included in United Health Foundation's *America's Health Rankings*® and Robert Wood Johnson Foundation's *County Health Rankings* to improve community health.

We encourage you to visit the *America's Health Rankings* website, where you'll find full versions of our reports, interactive maps, as well as online tools and resources including:

- A resource library complete with websites and articles that offer information on actions individuals can take to address different health issues;
- A place to share proven programs that have made a difference;
- Social sharing buttons to enable the posting of stories via Facebook and Twitter; and
- Interactive maps that enable data exploration and sharing.





# Wait, What—A Videogame that Actually Helps Fight Cancer?

By Scott Josephs, Vice President and National Medical Officer, Cigna



### *Cigna and HopeLab Team Up to Help Teens Fight Cancer through Gamification*

Cigna is on a mission to get HopeLab's cancer-fighting game application Re-Mission 2: Nanobot's Revenge (<http://www.re-mission2.org/>) onto the phones and tablets of every young cancer patient in the world. Our alliance with HopeLab, a research and development nonprofit that designs technologies to support health and well-being, began in 2007.

HopeLab developed Re-Mission, a fun and challenging cancer-fighting videogame designed to motivate young cancer patients to stick to their treatments by boosting self-efficacy, fostering positive emotions and shifting attitudes about chemotherapy. Cigna was first drawn to HopeLab because its approach aligned with our philosophy that the more people understand their health and treatment, the better chance of a positive health outcome.

We know, for example, the patient's keys to fighting cancer are the things that teenagers are most likely to resist: a positive attitude, an understanding of the disease and treatment, and a willingness to comply with treatment.

Young people are often naturally rebellious—they resist being taught and being told what to do, and instead concern themselves with fitting in with peers. Young cancer patients are more worried about losing their hair than about listening to doctors' instructions.

The genius of HopeLab's approach is that the videogame causes teens with cancer to learn, internalize, and focus on compliance by engaging them in a way that is meaningful to them.

And it works. The seminal Re-Mission Outcomes Study showed that Re-Mission improved treatment adherence and boosted self-efficacy in young cancer patients. Study findings were published in the peer-reviewed medical journal *Pediatrics* in 2008. Next, the Re-Mission Attitudes Study in the Brain used fMRI technology to show how interactive gameplay affects the brain to motivate positive behavior change. Study findings were published in the scientific journal *PLoS ONE* in 2012.

In 2007, Cigna partnered with HopeLab to promote and distribute the original CD and DVD versions of Re-Mission through <http://www.cigna.com/remission> with the goal of getting the game into the hands of every kid with cancer in the United States. In addition, we sent more than 20,000 copies of Re-Mission and informational material on the game and outcomes study to our HealthCare Network Specialists in the areas of hematology, oncology, and pediatric hematology/oncology.

Within a few months, we placed tens of thousands of games into the hands of young cancer patients throughout the country. Fast-forward to 2013: Cigna and Cigna Foundation have sponsored the development and release of Re-Mission 2: Nanobot's Revenge, an updated, global, mobile app version of the original game. As the lead distributor of the new globally accessible Re-Mission 2: Nanobot's Revenge mobile app, Cigna now aims to get this game into the hands of every young person with cancer **worldwide**.

This partnership is really at the forefront of a global movement to use gamification to help people engage in their health and to make health a fun and interesting part of their everyday life. As we have seen with HopeLab, gamification engages users



through technology, encouraging them to take charge of their health. While most people want to improve their health, a national study by Yankelovich found that almost two-thirds of people say that they don't have the power to change. At Cigna, we believe that gamification can help empower the changing of hearts, minds, and health.

The free app is available for Android and iOS (Apple) mobile devices by going to <http://www.cigna.com/remission>.

## Mobile Broadband Enhances Healthcare Delivery in the Philippines

By Shawn Covell, Vice President, Government Affairs, Qualcomm Inc.



Across the Philippines, people depend on Rural Health Units (RHUs) for the critical healthcare services necessary to help them thrive. Healthcare workers at these facilities treat patients, record their information, and assemble clinic-wide reports. Traditionally, this information has been manually recorded on paper—a process that is both time-consuming and prone to error. Essential time can be lost searching for files and writing down information; while monthly reports to the Philippine Field Health Service Information System (FHSIS) are delivered by motorcycles.

Today, doctors, nurses, and other healthcare workers have access to a mobile broadband-enabled electronic medical record (EMR) system called the Wireless Access for Health (WAH) platform, which improves access to patient records and streamlines data delivery to the FHSIS. The WAH platform runs the Community Health Information Tracking System (CHITS)—an open source EMR system developed in the Philippines—on standard, low-cost netbooks, tablets, and smartphones over a fast, reliable mobile broadband network.

WAH has significantly reduced the time needed to record information and search paper records, therefore increasing patient visits to RHUs. The ability to easily view, record, and share patient information across multiple computers within a health clinic also allows clinicians to complete patient consultations more efficiently and to provide more support to community health workers, which ultimately results in better patient care. In addition, monthly reports can be sent instantly via mobile broadband directly to the FHSIS—or to anyone else who needs them.

Based on technologies pioneered by Qualcomm, the WAH platform was developed through a project supported by



Qualcomm Wireless Reach™, in collaboration with multiple stakeholders.

Wireless Reach is a strategic initiative that brings advanced wireless technology to underserved communities globally. Wireless Reach projects demonstrate innovative uses of Qualcomm technology for social good and help drive human and economic progress in underserved areas. Wireless Reach invests in projects that aid public safety, foster entrepreneurship, enhance the delivery of healthcare, enrich teaching and learning, and improve environmental sustainability. To date, Wireless Reach has nearly 100 projects in more than 35 countries.

As of March 2014, WAH is successfully operating in 68 clinics in 14 provinces, serving more than 2,500 patients a day. More than one million patient consultations and 500,000 patient records have been recorded, while more than 950 clinicians have confirmed improvements in their ability to store and retrieve information and to generate reports.



Local governments are committed to sustaining WAH and are working to incorporate it into their budgets, while stakeholders are collaborating to make the WAH platform a stand-alone, open-source, communal health information system that inter-operates with the health information platform of the Department of Health and the Philippine Health Insurance Corporation. WAH has also expanded the CHITS EMR platform to include a mobile midwife platform and sends patient alerts through the Synchronized Patient Alert via SMS feature.

For the WAH project, Wireless Reach provides technical expertise, acts as the primary funder, and works closely with both public- and Private Sector organizations. Smart Communications, Inc. provides 3G connectivity, hardware, and other technical support services. Additional project stakeholders included are the Department of Health Center for

Health Development, local government units, the Philippine Department of Health, RTI International, the Tarlac Provincial Health Office, Tarlac State University, University of the Philippines Manila–National Telehealth Center, the United States Agency for International Development, and the Zuellig Family Foundation.

With an estimated 6.6 billion total cellular connections worldwide, mobile is the largest technology platform in history. As the WAH project demonstrates, access to mobile broadband can provide tools that enhance the delivery of healthcare and help people everywhere live happier, healthier lives.

To learn more about Wireless Reach, visit <http://www.qualcomm.com/wirelessreach>.

# Chapter 5



# SOLUTIONS TO PREVENT & STOP DISEASE

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Disease prevention is integral to advancing global health and wellness. According to the World Health Organization, vaccination and education efforts saved the lives of more than 2.5 million people in 2013 and the under-five mortality rate is on track to be reduced by two-thirds by 2015. Despite these important accomplishments, preventable disease continues to be a serious public threat. In a recent study, approximately 22.6 million infants worldwide were not reached with routine immunization services in 2012, and UNICEF estimated that 9.7 million children under five years old died from easily averted illnesses and infections.

Businesses such as Kimberly-Clark and DaVita, Inc. have established groundbreaking initiatives that seek to enhance public health education, expand vaccine accessibility and administration, and leverage philanthropic investments in disease prevention programs. These strategic corporate citizenship efforts play a key role in facilitating the development of solutions to prevent and eradicate disease.



## Save Lives and Build Brands

By Jenny Lewis, Vice President, Kimberly-Clark Foundation



At Kimberly-Clark (K-C), our vision is to “lead the world in essentials for a better life.” Social responsibility is inherent to this vision, and it requires us to be positive contributors to our communities.

The Foundation maintains strategic partnerships with global organizations that address issues related to our business and are of interest to our customers. Essentially, our aim is to leverage the power of our brands to build a better future.

In a new agreement that began in summer 2014, the K-C Foundation and the Huggies brand joined forces with Malaria No More, a leading global charity determined to end malaria deaths. Over the next three years, K-C’s financial commitment of \$1.5 million will allow the organization to provide malaria treatment to 200,000 children and to educate more than 15 million Kenyans in malaria prevention.

Nearly seven million children under the age of five die every year, and 20% of those deaths are caused by malaria—a mosquito-borne illness that is both preventable and treatable. Those most at risk are pregnant women and children. Those most severely impacted are pregnant women and young children.

As one of the world’s largest baby care consumer products companies, it is our responsibility to confront some of the biggest issues facing mothers around the world. Through partnerships like this, our Huggies brand can provide mothers with the confidence they need to care for their babies, and K-C takes important steps toward achieving our vision to lead the world in essentials for a better life.

Before we embarked on our journey, all parties came together in a collaborative session to set clear and measurable

key performance indicators; as a result, the partnership capitalizes on the strengths of all involved. The charitable contribution will not only provide 200,000 malaria treatments for young children but also support education in Kenya through Malaria No More’s NightWatch effort, a targeted awareness campaign that utilizes local celebrities to deliver life-saving malaria messages via television and radio public service announcements (PSAs). In addition to the PSAs, the Huggies brand in Kenya will incorporate potentially life-saving educational messaging into brand-led activities and communication, including countrywide roadshows, on-pack promotion, baby care informational leaflets provided at point of sale, and in hospital/antenatal clinic programs.

Customers, consumers, employees, investors, and suppliers all expect more from the corporations they care about. Our strategic social partnerships not only save lives, they also provide a competitive advantage in today’s marketplace.



# Want an Rx for Patient Engagement? Try an Old School/ New Tech “Info Cocktail”



By Vince Hancock, Communications Director, DaVita Inc.

According to the U.S. Centers for Disease Control and Prevention, 1 in every 10 U.S. residents aged 20 or older has kidney disease—and most don't know it. Early kidney disease is usually asymptomatic, so most people are unaware of their ailment until it progresses to chronic kidney failure or end-stage renal disease. Without dialysis several times per week or a kidney transplant, most people with kidney failure will die.

Diet and other lifestyle changes may help delay or even prevent renal failure, which is why DaVita Kidney Care, a leading provider of dialysis services in the United States, makes a concerted effort to give both our patients and those at risk for kidney disease tools to better manage their health.

In 2009, DaVita launched DaVita Diet Helper™ to make kidney-friendly meals easy to plan, prepare, and track. This early version of Diet Helper helped dialysis patients, caregivers, and renal dietitians and physicians plan proper nutrition. It provided tasty, easy-to-make recipes, complete weekly meal plans, and nutrition trackers that could be printed and shared with doctors and dietitians. These tools made renal diet management more effective and improved patients' nutritional intake and quality of care.

In December 2013, we gave Diet Helper a major facelift. Today, Diet Helper offers a mobile personalized Nutrition Tracker & Shopping List, pre-planned meals from more than 1,000 recipes, and the ability to customize recipes and meals. As of June 1, 2014, more than 8,400 people registered for Diet Helper.

Although the Internet is a popular communication tool, we don't rely on it alone. In addition to Diet Helper, **myDaVita.com**, and **DaVita.com/Español**, we offer a consumer

magazine called *Kidney Smart*. In 2012, we launched a series of no-cost, instructor-led classes on chronic kidney disease in neighborhoods across the country.

We average more than 1,700 Kidney Smart classes per month, and we have conducted more than 10,500 classes since 2013. To date, more than 17,700 patients have attended Kidney Smart courses.

We will continue to explore other ways to communicate because we believe providing education that is accessible whenever, wherever, and however patients prefer to receive it is the key to patient engagement.







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