

This
campus
just got
healthier.





HISTORY AND EVOLUTION OF PHA

Launched
February 9, 2010
in conjunction with,
but separate from,
Let's Move!

PHA AND LET'S MOVE WORK TOGETHER

LET'S
MOVE!



COMMON GOAL:
SOLVE THE OBESITY CRISIS
WITHIN A GENERATION

PARTNERSHIP FOR A
HEALTHIER
AMERICA





WHAT WE DO

> COMMITMENTS

> CONVENING

> CATALYST FOR CHANGE



sesameworkshop.



Reebok



Annual Progress Report



- Early childcare and out-of-school time providers collectively creating healthier environments for more than **6 million children**.
- Retailers collectively built/renovated **602 locations** in low access areas, increasing access for more than **6.4 million people**.
- **700+ hospitals** delivering healthier options for more than 51 million patients.
- Major food companies **transforming the marketplace**.
- Companies investing more than **\$90 million** in activities to get our nation's kids moving.

The case for wellness on campus

- During their first year in college, students' overweight/obesity rates increase by more than 15%¹
- Most college students are not meeting dietary and physical activity guidelines²
- 1 in 5 prospective students would change their college decision based on wellness offerings³

1. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4089896/>

2. <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4089896/>

3. <http://ahealthieramerica.org/media/news-releases/#7172.news>



HEALTHIER CAMPUS INITIATIVE



Guidelines fall into three pillars:

- Food/Nutrition
- Physical Activity/Movement
- Programming

HEALTHIER CAMPUS INITIATIVE

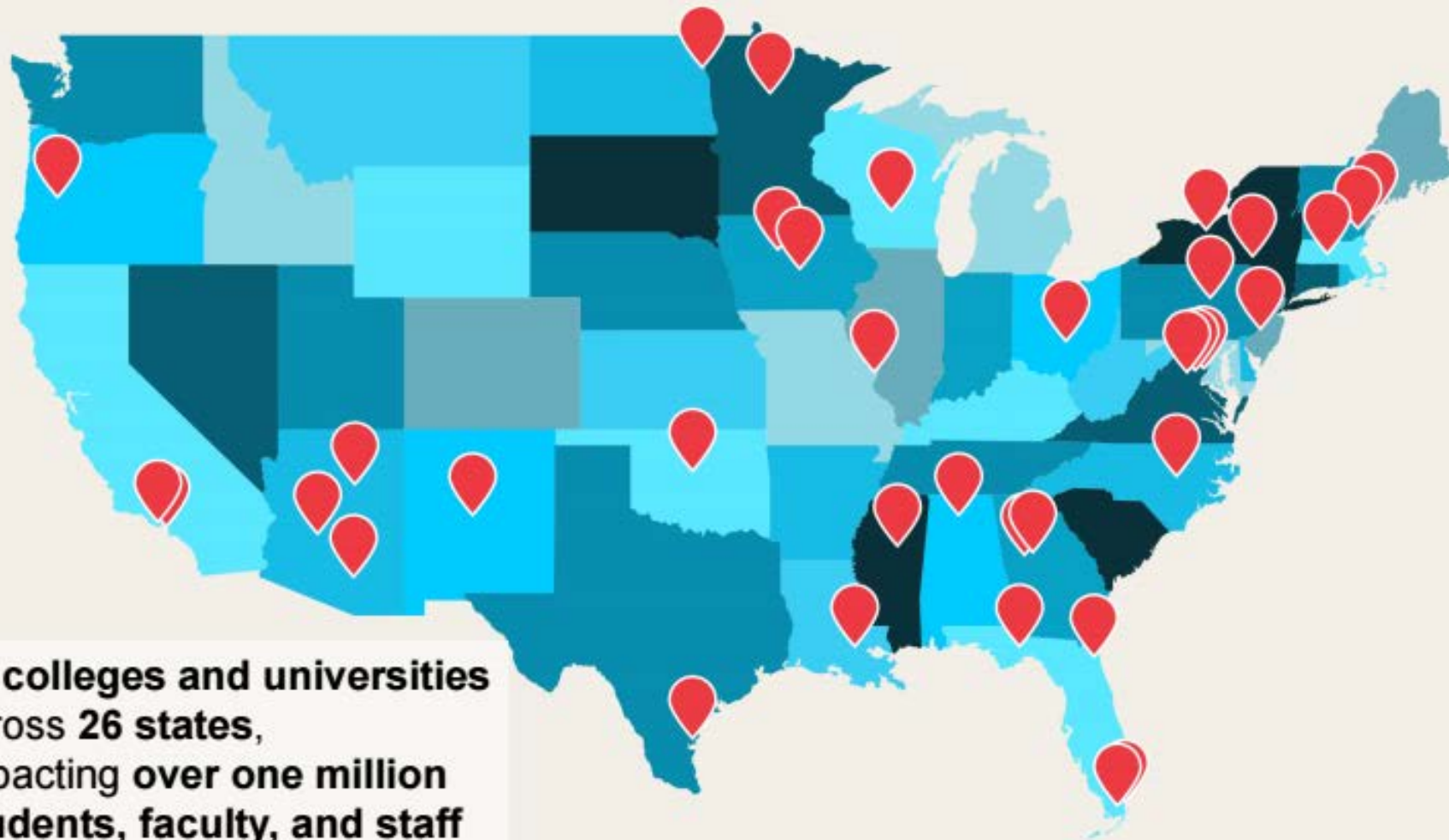
To create a diverse cohort of campuses, PHA created guidelines that:

➤ Give CHOICE- colleges and universities can choose which 23 guidelines they complete

➤ Acknowledge PROGRESS MADE- guidelines acknowledge progress made and inspire colleges and universities to do more

➤ Allow FLEXIBILITY- colleges and universities have three years to complete the guidelines

HEALTHIER CAMPUS INITIATIVE PARTNERS



38 colleges and universities
across **26 states**,
impacting **over one million**
students, faculty, and staff



- Commitment to change
- Recognition
- Sharing resources and best practices
- Evaluation

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