Annual Report [2016 - 2017]
OUR MISSION:
To empower healthy habits and transform environments where children live, learn and play
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Dear Friends of HealthMPowers,

It is hard to believe the growth HealthMPowers has seen over the past sixteen years. What started out as the vision of our founders and Board to help schools improve the health of students has expanded to a multi-faceted program reaching children through numerous other settings like childcare, out-of-school centers, homes and retailers.

We are seeing improvement in the health and well-being of the children we serve across all of these settings by including more nutrition education and physical education opportunities for students to learn and practice these health skills and behaviors. In addition, these sites are being transformed to make health a priority every day for their students, staff and families. It is so rewarding to see these changes!

Last year, HealthMPowers was recognized for its work, receiving the All-Star Award for nonprofits, presented by the Lieutenant Governor’s Healthy Kids Georgia and Georgia Shape. We were recognized not only for our work to improve children’s health, but also our work to empower and train teachers across the state to increase physical activity opportunities.

Thanks to the dedication and commitment of our staff and board, our accomplishments have been many. However, we know that our work is not possible without the many partners recognized in this report. Please take some time to review the impact HealthMPowers is having.

We hope you will join us on Facebook and Twitter, and visit our website at healthmpowers.org to sign up for weekly health messages, make a donation, or volunteer at an event. While we are making progress, we depend on your continued support to meet the needs of our constituents across the state.

Sincerely,

Christi M. Kay
President
HealthMPowers
Nonprofit All-Star Award

HealthMPowers Receives the 2016 Nonprofit All-Star Award

The inaugural Healthy Georgia Awards were presented by Lt. Governor’s Healthy Kids Georgia, Georgia Shape and the Georgia Department of Public Health to recognize Georgia nonprofits, communities and school districts for their extraordinary results in promoting and fostering health and wellness among Georgia’s youth. Three awards, Innovation, All-Star and Legacy, were given across each category.

“The health of our children is improving as shown by positive changes in body mass index each year over the last three years. With the help of the Healthy Georgia Award winners, and so many others around the state, we are changing the lives of countless Georgia children.”

Brenda Fitzgerald, M.D., Commissioner of the Georgia Department of Public Health
Who We Are

A nonprofit 501(C)(3) organization, HealthMPowers promotes healthy habits to build a better future for children. By integrating nutrition education and physical activity into schools, childcare centers, and after-school programs, the settings where children spend their time, we create a culture that supports lifelong healthy lifestyle choices for children, families and communities.

Using the evidence-based guidelines established by the Centers for Disease Control and Prevention (CDC), our program model has established a proven track record over the past 16 years of improving health knowledge, behavior, physical activity and environments for sustainable health improvements in low-income communities.

What We Offer:

- Trainings
- Direct Services
- Resource Materials
- Evaluation
- Data Collection
- Sustainable Model
In Georgia and across America, there is a critical need to improve the health of our children.

One in three children is overweight or obese and this generation could be the first in our history to live shorter lives than their parents. We can stop this trend, but it will take communities working together to create healthy environments.
The HealthMPowers Early Care and Education Sector helps centers improve their nutrition and physical activity programs and policies. The HealthMPowers staff helps centers and homes identify teams to lead their efforts, assess their current programs and policies and design improvement plans for the priority areas they want to strengthen. They also provide training on innovative nutrition and physical activity model lessons for classrooms along with exciting resources to help put their plans into action.

**Early Care Awards:**

**Georgia Shape Award**

Antoinnette Elliott
Valerie Lovejoy
Noel Weimer

**Total Early Care Reach**

- **272 centers**
- **36,122 children & families**
Program Results

In 2016-2017, HealthMPowers’ Childcare program served 65 childcare learning centers and family learning homes through a SNAP-Ed funded multi-year program to improve nutrition and physical activity programs and policies.

**Physical Activity Improvements:**

Based on Evidence from Centers:

47

**Nutrition Improvements:**

192

Eat. Move. Talk!

HealthMPowers partnered with the Georgia Department of Public Health (DPH), Emory University and the Atlanta Speech School to develop this integrated healthy eating, physical activity, and language nutrition training and toolkit targeting early childhood educators. Last year, HealthMPowers trained 118 early care educators from 13 centers as coaches who will model healthy eating, physical activity, and language nutrition practices, as well as teach families to adopt these healthy behaviors at home.

Growing Fit Program

In partnership with the Georgia Department of Public Health, Georgia Shape and Fulton County Department of Health and Wellness, HealthMPowers staff trained 194 centers, guiding early care educators in wellness policy development and practices to create healthy learning environments for Georgia’s children.
First graders at Stoneview Elementary in Lithonia, GA had the opportunity to handle fresh broccoli. Exposing students to garden-fresh vegetables while providing them with consistent messages about the importance of healthy eating may be the difference between getting kids to eat vegetables instead of throwing them away.
Program Results

The increased opportunities for nutrition education and physical activity provided by HealthMPowers led to healthier school environments, which led to improved student health behaviors and outcomes.

Service Delivery: 56 trainings 366 services

Improved School Environment: 7,738 hours of additional school-delivered nutrition & physical activity instruction

Improved Student Behavior: 74% physical activity 67% nutrition (eating) 59% nutrition (drinking)

Improved Health Outcomes: 63% improved aerobic capacity 79% maintained or improved BMI

Family Engagement: This year, HealthMPowers increased their impact to elementary student families by 10-fold, from 2,945 families last year to 20,545 during the 2016-17 school year!

• Bi-weekly Text Messages
• Presentations through “Family Engagement Toolkit”
• Family-to-Family Peer Ambassador Program
HealthMMPowers partners with Georgia middle and high schools to improve healthy eating and physical activity behaviors in 12-18 year olds through direct education, peer-to-peer engagement, policies, systems and environmental changes. This school year, the Secondary Sector led two wellness initiatives, the SNAP-Ed Secondary School program and the Georgia Shape Middle School Power Up for 30 Pilot.

HealthMMPowers trained 389 staff, reaching 6,501 students through the Middle School Power Up for 30 pilot initiative supported by Georgia Shape and the Georgia Departments of Public Health and Education. The training focuses on integrating at least 30 minutes of physical activity throughout the school day based on the CDC’s Comprehensive School Physical Activity Program (CSPAP).
The SNAP-Ed Secondary School program is modeled on evidence-based programming and research highlighting benefits of peer-to-peer engagement among youth through forming a team of Student Health Advocates to promote healthy key messages through student-driven social marketing strategies with their peers.

Each school’s 3-4 member School Health Team guides wellness efforts with engagement from students in reaching yearly wellness goals. HealthMPowers assists schools to reach these yearly goals by providing customized resources, recognition opportunities and guidance from trained Health Educators.

### Program Results

#### Based on Evidence from Schools:

**Nutrition Improvements:**

- **25%** Ate more than 1 kind of fruit/day
- **25%** Ate more than 1 kind of vegetable/day
- **25%** Drank water 4+ times/day
- **25%** Played leisure sports
- **25%** Did strengthening activities

**Physical Activity Improvements:**

- **43%** Ate more than 1 kind of fruit/day
- **40%** Ate more than 1 kind of vegetable/day
- **37%** Drank water 4+ times/day
- **57%** Played leisure sports
- **31%** Did strengthening activities
Community Initiative
During the 2016-2017 year, the Community Sector expanded their work with three low income counties: Baldwin (Milledgeville), Washington (Sandersville) and Savannah-Chatham (Savannah) with a SNAP eligible adult population reach of 32,024.

The goals of the Community Initiative are to:

1) Increase access to fresh fruits and vegetables at local food outlets.
2) Establish common social marketing messages that resonate with residents to influence behavior changes in the community.
3) Increase the purchasing and consumption of fruits and vegetables.

- **36% noticed that bottled water was newly available**
- **60% reported drinking less soda**
- **71% reported purchasing fresh fruits and vegetables at least once a week**
- **50% reported eating more fruits**
- **45% reported eating more vegetables**

**Total Community Reach**

- **14 food outlets**
- **283 customers surveyed**

**Nutrition Improvements**
Eat, Drink, Move Messaging Impacts the Community

“HealthMPowers is committed to creating healthier environments to improve nutrition and physical activity behaviors. Our community work engages existing coalitions, food outlets and local leaders in promoting these healthy choices.” Suzanne Glenn, HealthMPowers

The Be a Health Hero: EAT, DRINK, MOVE social marketing campaign was developed by HealthMPowers in collaboration with local SNAP-eligible community members to spread health messages in a way that would reach and resonate with their communities. Billboards, posters, food retail window clings, banners, purchase prompts, shopping tote bags and store signage are reinforcing key health behaviors:

EAT
Three Vegetables + Two Fruits

DRINK
More Water + Less Sugary Drinks

MOVE
One Hour + Limit Screen Time

Within just one year, positive change is already evident. “Our store now has healthy promotional signage and we are selling fresh produce including apples, bananas and oranges for our customers... and they are buying them!” said the store manager of Milledge Foods and Gas.

Nutrition education sessions have also been provided to local residents. As a result, participants indicated greater confidence in:

(1) choosing healthy food for their family
(2) choosing healthy foods for their family on a budget
(3) using the “Nutrition Facts” on food/drink labels to make healthy choices

80% of nutrition education class respondents planned to purchase more fruits and vegetables

100% of fruit and vegetable taste testing participants responded they planned to purchase the fruit/vegetable.

“The HealthMPowers nutrition classes have been an eye opener for me. They encourage me to eat better, which is important being that I’m a diabetic,” said a Nutrition Class Participant.
Taste Testings Influence Customer’s Health Habits

As a result of partnering with HealthMPowers, customers have the opportunity to try healthy snacks through monthly taste testings. One store regular, Henry Hokey, who works at the car repair shop located across the street from Milledge Foods and Gas came through the store while a HealthMPowers’ Community Engagement Specialist conducted taste testings on several occasions. Henry would typically stop by the store more than once a day to grab a soda and a snack during his work day. Over time, when the HealthMPowers’ Specialist would see Henry come into the store they would discuss why some foods are considered less healthy and what are the healthy alternatives. Since the last HealthMPowers’ taste testing at the retail site, Henry has started selecting water as his drink of choice!
Out-of-School Time Programs are ideally positioned to engage children in developing healthy lifestyles through hands-on, experiential learning. With specific strategies geared towards this setting, HealthMPowers helps afterschool and summer programs increase access to healthy foods and expand opportunities for youth to be physically active.

Supported by Georgia Shape and the Georgia Division of Family and Childrens Services (DFCS), HealthMPowers trained more than 200 staff members from 49 afterschool providers to increase physical activity in the afterschool setting.

Total Out-of-School Time Reach

- 61 centers
- 54,008 students

The theme for the Joseph B. Whitehead Club was “All hands in” as the community and families came together to support an out-of-school-time garden.
Program Results

Last year, HealthMPowers’ Out-of-School Time program partnered with 12 Boys and Girls Clubs of Metro Atlanta for a year-round comprehensive program that includes physical activity and nutrition direct education, family events and youth engagement.

Nutrition

Nutrition education is integrated into programming using a “farm to club” model. Youth experience edible education in the kitchen and garden, fruit and vegetable taste tests, farm field trips and farmer experiences.

Physical Activity

Physical Activity is increased for all youth through scheduling and programming throughout the club. Non-traditional sports and non-competitive games are utilized in every program area.
STAFF MEMBERS

Deb Baber
Susan Balogh
Shannon Barrett-Williams
Abby Betz
Kendall Wall Charlton
Allison Clary
Lauren Cohen
Breyana Davis
Simone Davis
Suzanne Doherty-Glenn
Cathy Durand-Horne
Lee Ann Else
Raynette Evans
Padra Franks
Deanne Gerson
Margaret Harris
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Kent State University

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Cardiologist  
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Sr. Vice President/College Sports  
Circle Media, Inc.
FINANCIAL STATEMENT

Assets
Cash and Cash Equivalents  683,576
Grants Receivable  826,219
Contributions & Pledges Receivable  2,755
Prepaid Expenses  9,738
Property and Equipment, net  14,643
Other Assets  7,127
Total Assets  $1,544,058

Liabilities
Accounts Payable and Accrued Expenses  210,220
Total Liabilities  210,220

Net Assets
Unrestricted  1,303,838
Temporarily Restricted  30,000
Permanently Restricted  -
Total Net Assets  1,333,838

Total Liabilities and Net Assets  $1,544,058

Support and Revenue
Grant Revenue  4,613,484
Contributions and Bequests  81,949
Program Services  96,726
Special events, net  3,640
Interest Income  3,435
Total Support and Revenue  $4,799,234

Expenses
Program Services  4,282,766
Management and General  129,545
Fundraising  55,216
Total Expenses  $4,467,527

Financial information has been independently audited.
The Robert Wood Johnson Foundation (RWJF) has awarded a grant to examine the relationship between physical activity and academic achievement among elementary students in Georgia. Research and evaluation activities are being conducted by Emory University and implementation of the Health Empowers You! Program led by HealthMPowers. With a two-year intervention beginning in the fall of 2018, the team will test the relationship between physical activity and education outcomes among fourth and fifth grade elementary students, with specific objectives that include examining the relationship between student-level physical activity and academic achievement measured by standardized tests and the mechanisms through which improvements may occur.

“Since the school environment serves more than 95 percent of youth, it is an important setting to impact both health and education outcomes. Although past research suggests that physical activity may improve education outcomes, our study is using the Health Empowers You! established program that enables schools to easily integrate physical activity into their daily class time. With a rigorous study design and a program that fits into schools’ busy schedules, this project will be valuable for those in the health and education communities who are developing programs and policies to help students be healthy and achieve academic success.”

– Dr. Julie Gazmararian, Emory University
DONORS & SUPPORT

Individuals

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Benjamin Sugar
Munnaver Sultana
Lauren Tejkl
Morgan Thomas
Heather Voight
Stephen Voight
Martha Sue and Ed Watkins
Anonymous
# Foundations and Other Funding Sources

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# Government and Other Funding Sources

- Bibb County School District
- Fulton County Department of Health and Wellness
- Georgia Department of Human Services
- Georgia Department of Public Health
- Gwinnett County Board of Commissioners
- Lt. Governor Casey Cagle’s Healthy Kids Georgia
- Supplemental Nutrition Assistance Program-Education (SNAP-Ed)

# Foundations

- Atlanta Falcons Youth Foundation
- Blue Cross Blue Shield of Georgia Foundation
- Healthcare Georgia Foundation, Inc.
- University System of Georgia Foundation, Inc.

# Gifts in Kind

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Action for Healthy Kids • Alliance for a Healthier Generation
ASNNA- Association of SNAP-Ed Nutrition Networks and Other Implementing Agencies
Centers for Disease Control and Prevention (CDC) • Fuel Up to Play 60
Obesity 180 • Public Health Institute • Share our Strength
SNAP-Ed South East Regional Office

STATE PARTNERS

Boys and Girls Club of Metro Atlanta • Captain Planet Foundation
Children’s Healthcare of Atlanta • Communities in Schools • Family Connection
Fulton County Department of Health and Wellness
Georgia Association of Health Physical Education Recreation and Dance
Georgia Department of Early Care and Learning • Georgia Department of Education
Georgia Department of Public Health
Georgia Division of Family and Children Services • Georgia Grown
Georgia Head Start • Georgia Organics • Georgia Parks and Recreation
Georgia Shape • Healthy Savannah • Lieutenant Governor’s Healthy Kids Georgia
Live Healthy Baldwin • Marchen Sagen • Open Hand • Wholesome Wave

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HealthMPowers has a proven track record of making excellent use of the financial gifts entrusted to us. The majority of all funds received are used to support the students, school staff and families we serve. Thank you for your support!

To learn more, visit: www.healthmpowers.org