Our Mission

To empower healthy habits and transform environments where children live, learn and play
transforming environments where children live
It has been said, “Children are great imitators, so give them something great to imitate.” At HealthMPowers, we are doing just that through our work with schools, early care centers, after-school programs and communities. Together with teachers, administrators, youth, parents, community members and vested partners, we are providing children with education and healthy environments to develop positive health habits that will serve them for a lifetime.

This past year, our work was recognized in a number of ways. We received the Healthy Georgia Legacy Award presented by Lt. Governor Casey Cagle, Georgia Shape and the Georgia Department of Public Health. The award recognizes a nonprofit organization that has had an enduring impact on youth health, and is committed and devoted to cultivating a climate of continual growth in health and wellness in Georgia. The American Public Health Association also selected HealthMPowers as their host-city charity, providing us with additional funds and over 100 volunteers to support our work.

In collaboration with Emory University, we received a $2.6 million grant from the Robert Wood Johnson Foundation to conduct a large-scale research study in 40 Gwinnett County schools examining the impact of physical activity on academic achievement. This study has the potential to improve education and school-based physical activity programs nationally. Our work and recognitions are not possible without the support and collaboration of a variety of people, agencies and organizations. Partnerships with SNAP-Ed, Georgia Departments of Public Health and Education, Early Care and Learning, Georgia Shape, Fulton County Health and Wellness and Share Our Strength make our work possible.

I hope you enjoy reading about the many successes we have had in the past year, and share in our pride. Many of you helped us to realize these accomplishments with your financial gifts, partnerships or talents. We hope we can count on you to be an active part of the HealthMPowers family in 2019 so we can positively impact more children, both in and out of Georgia.

Yours in Health,
Christi Kay
President
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 sites, 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 17 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.
transforming environments where children learn
**Child Care**

- **1,674** children tried new fruits and vegetables through on-going taste tests
- **20** centers implemented wellness policies impacting 1346 students
- **1,710** children helped create edible gardens

**Elementary Schools**

- **14,275** students had greater access to drinking water during the school day
- **8,961** students had more recess time
- **8,265** students saw improved displays of healthy food in the cafeteria

**Secondary Schools**

- **10,112** students had more physical activity during the school day
- **10,055** students saw improved displays of healthy foods in the cafeteria
- **5,732** students had new before or after school physical activity opportunities

**Out of School Time**

- **24** sites provided regular physical activity for all students at their site
- **5,972** students had healthier beverage options
- **5,561** students helped establish and maintain food gardens

**Community**

- **27** food outlets improved their healthy food displays
- **7** food retail stores improved the layout of healthy snacks
- **6** sites partnered with farmers/food pantries for fresh fruits and veggies
**Early Care and Education**

Eat. Move. Talk! works with early childhood teachers to increase healthy eating, moving and talking with babies and children to support healthy body and brain development, and school readiness.

“The training was wonderful. It included hands-on learning materials for implementing healthy eating, moving and talking with our students, and it provided easy ideas to share with our parents.”

- Family Engagement Coordinator, Little Cats of Dalton Public Schools

“We now do weekly taste tests with the support and resources from HealthM Powers, and are moving towards better eating habits for our children, staff, and families!”

- Aireyanna Riden, Angels in Motion Childcare Center

<table>
<thead>
<tr>
<th>Improved Environment:</th>
<th>Improved Behavior:</th>
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<tbody>
<tr>
<td>86 center wellness teams formed</td>
<td>61% ate more than one kind of fruit</td>
</tr>
<tr>
<td>88 wellness policies created &amp; implemented</td>
<td>58% ate more than one kind of vegetable</td>
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<tr>
<td></td>
<td>70% drank more water</td>
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</table>

Centers served through SNAP-Ed, Growing Fit, Fulton PICH and Eat. Move. Talk! Programming
Brain Boosters Improve Student Fitness

At Hephzibah Elementary School in Richmond County, teachers incorporated daily physical activity Brain Boosters in the classroom and saw a 73% improvement in student cardiovascular fitness on the PACER test.

“The brain boosters helped in the morning, because the students are energized and awake in my class. The students are more alert and productive.”

– 3rd Grade Teacher, Hephzibah Elementary School

Family Engagement

23,626 family members were engaged in a variety of programs offered at elementary schools. They serve as critical partners and role models in helping children choose healthy behaviors.

Students who Improved 1+ Behavior(s)

- 72% physical activity
- 66% nutrition (eating)
- 57% nutrition (drinking)

Improved Health Outcome

- 48% of students improved or maintained aerobic capacity at healthy fitness zone

67,660 CHILDREN

108 SCHOOLS
Forest Park Students Drink More Water

Forest Park Middle School found the Taste Test service to be such a success that staff began offering infused water regularly at their school using the two dispensers given to them from HealthMPowers. To continue their progress, Forest Park Middle School applied for the Georgia Shape grant and was awarded $4,000.

183% increase in the number of students who stopped drinking soda

71% increase in the number of students who eat 3 or more vegetables a day

43 SCHOOLS

33,778 YOUTH

"The Student Health Advocate experience was a confidence builder, helped students engage with teachers to a greater extent, and allowed the students to feel in control of something."

- Teacher Focus Group

Improved School Environment

43 School Wellness Teams formed

623 Student Health Advocates trained

Improved Student Behavior

65% maintained or improved daily in-class physical activity

47% improved or maintained consumption of more than one kind of fruit per day
In Georgia, physical education is not required at the middle school level. Therefore, HealthMPowers, with funding and support from Department of Public Health, Centene Foundation for Quality Healthcare and Peach State Health Plan, developed a training program to increase physical activity time in middle schools to at least 30 minutes per day. The program was piloted in seven schools with positive and promising results and will be launched state-wide in 2018-2019.

Special thanks to the pilot schools:
Carrollton City Junior High School, Druid Hills Middle School, Excel Academy, Floyd Middle School, Indian Creek Middle School, Northbrook Middle School and North Hall Middle School

Improved Student Behavior

decrease in discipline referrals in a standard education school
48%
decrease in disciplinary infractions in an alternative school
57%

Improved Physical Activity (PA) Opportunities and Time

increase in before- and after-school PA
2X
increase in out-of-class PA
5X
increase in classroom PA
6X
"This partnership with HealthMPowers has become Boys & Girls Clubs of Metro Atlanta’s model for effective and mutually beneficial partnerships. HealthMPowers has provided hands-on, direct-service support to each of our Clubs, ensuring that we grow in our ability to deliver high-quality cooking and gardening programs. We’ve seen results in how our kids are able to make healthy food choices, and their interest in physical activity—as well as their access to both. HealthMPowers has created opportunities for our kids to think critically about healthy decisions, obstacles to these decisions, and the importance of investing in their bodies in ways that promote health."

- Adrianne Penner, Senior Director, Boys & Girls Clubs of Metro Atlanta
Community

Research indicates food insecure populations are commonly challenged with more health, economic and educational risk factors. As a result, HealthMPowers expanded into eight communities to improve fruit and vegetable access and implement a positive social marketing campaign that reinforces the behaviors children are learning in schools.

128,119 SNAP-eligible adults
36 food outlets
1,428 adult nutrition education participants
1,232 adult taste testing participants

“Our experience with HealthMPowers has been phenomenal. They provide a substantial community service through promoting the purchase of healthier foods that both influences better eating choices by consumers, and assists our perspective as a retailer on advertising those foods. Their efforts will reshape grocery shopping habits for a healthier future.”

– Justin Morrell, Store Co-Manager

81% of food retail outlets made improvements in the display of food items to encourage healthy food selections

93% of participants in a fruit/vegetable taste testing indicated they planned to purchase the fruit/vegetable
Awards and Recognition

School Recognition

Georgia Organics Golden Radish Award:

**BRONZE**
- Bibb County School District
- Glascock County School System
- Hall County Schools
- Richmond County School System

**SILVER**
- Carroll County Schools

**GOLD**
- Atlanta Public Schools
- DeKalb County School District
- Dougherty County School System
- Gwinnett County Public Schools
- Newton County Schools
- Savannah-Chatham County Public School System
- Wayne County School System

**PLATINUM**
- Baldwin County School District
- Burke County Public School System
- Clarke County School District
- Fulton County Schools
- Henry County Schools

Georgia Shape Grant Recipients:
- Bainbridge High School
- Lovejoy Middle School

Georgia Shape Honor Roll Recipients:

**BRONZE**
- Adamson Middle School
- Weaver Middle School

**SILVER**
- Callaway Elementary School

**PLATINUM**
- Arthur Williams Middle School
- Hephzibah Elementary School
- Largo-Tibet Elementary School
- Lovejoy Middle School
- Pleasant Grove Elementary School
- Princeton Elementary School
- River’s Edge Elementary School
- Sugar Hill Elementary School
- Tobacco Road Elementary School

HealthierUS School Challenge: Smarter Lunchroom Winners:

**BRONZE**
- Campbell Elementary School
- Arthur Williams Middle School
- Carrollton Junior High School

Share Our Strength Breakfast Mini-grant:
- Babb Middle School
- Morrow Middle School
- Mundy’s Mill Middle School
- Rex Middle School
- River’s Edge Elementary School
- M.D. Roberts Middle School
- Sequoyah Middle School

Early Care Center Recognition

Department of Early Care and Learning Grantee:
- Little Ones Learning Center

Georgia Shape DECAL Award Winning Facilities:

**3 STAR QUALITY RATED**
- Glynn County Early Head Start
- Pleasant Family Child Care Learning Home

**2 STAR QUALITY RATED**
- Evans County Head Start
- Johnson County Head Start
- Trinity AME Early Learning Center
- Wanda’s Family Child Care Learning Home

Kellogg Foundation- Georgia Farm to Early Childhood Education Learning Collaborative:
- Little Ones Learning Center
- Mis Pequenos Angeles Family Child Care Learning Home
- Roxana’s House Family Child Care Learning Home
- Little Lambs Family Child Care Learning Home
- My Little Geniuses Family Child Care Learning Home
On October 3, 2017, Georgia celebrated the Second Annual Healthy Georgia Awards at the College Football Hall of Fame with business, nonprofit and community leaders from across the state. Nine awards were presented by Lt. Governor Casey Cagle, 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 were given within each category: Innovation, All-Star and Legacy.

"The Legacy Awards are granted to esteemed organizations who have an enduring impact on the health, physical activity and nutrition of youth in Georgia. These community role models are devoted to cultivating a climate of continual growth in health and wellness."

- Emily Anne Vall, Georgia Shape Program Manager
The American Public Health Association held its annual conference in Atlanta and selected HealthMPowers as their host city nonprofit. As the selected nonprofit, conference attendees were provided with an opportunity to give back to the host city through volunteerism and monetary donations. Hundreds of attendees participated in APHA’s annual “Help Us Help Them” campaign raising $10,000 dollars for the organization and participating in a volunteer project preparing materials for student use in an upcoming research project. HealthMPowers was selected from a pool of outstanding Georgia nonprofits for this recognition.

Volunteers helped the team prepare for the Robert Wood Johnson Foundation funded research project launched by HealthMPowers and Emory University this year to analyze the link between school-based physical activity and academic achievement. A full team of 125 volunteers spent time at a variety of stations during the HealthMPowers event, preparing physical activity trackers for student use, putting them on belts, trimming and labeling the belts and more.
This year, HealthMPowers and Emory University launched a large-scale research study in 40 Gwinnett County elementary schools to analyze the link between school-based physical activity and academic achievement. Schools were randomly assigned to either a control or intervention groups, where participating students wear devices to monitor physical activity levels during the school day.

“We know physical activity is good for our health, but recent research has shown it is also important for brain development and learning. The Health Empowers You! program will provide teachers with training, resources and exercise equipment to get students physically active throughout the school day.”

- J. Alvin Wilbanks, Superintendent, Gwinnett County Public Schools

Research

Physical Activity Research Funded by the Robert Wood Johnson Foundation

42 PE TEACHERS
281 CLASSROOM TEACHERS
40 SCHOOLS
4,922 STUDENTS
Staff Members

Deb Baber
Susan Balogh
Abby Betz
Casey Cahill
Kendall Charlton
Allison Clary
Breyana Davis
Simone Davis
Suzanne Doherty-Glenn
Cathy Durand-Horne
Lee Ann Else
Raynette Evans
Padra Franks
Courtney Goershel
Carmen Guadagno
Dasia Harmon
Margaret Harris
Kenna Ho
Sequoya Howard
Kristina Hyland
Kala Ison
Regina Jackson
Hannah Jennings
Casey Johnson
Christi Kay
Debbie Kohne
Greg Lafortune
Aneta Lee
Hillana McDuffie
Terry Metzler
Adria Meyer
Barbara Miller
Michelle Miller
Raschell Morrow
Debbie Myers
Lauren Neumann
Keisa Portress
Heather Rice
Ashley Rouse
Kyle Rubini
Kimberly Santijanna
Caroline Schick
Chris Stewart
Lauren Tejkl
Charles Truett
Patryce Turner
Sheri Whittier
"Impressive leadership and staff dedicated to creating nutrition and fitness programs for children that set a foundation for lifelong healthy choices. Proven results. And, a vision to expand its programs to reach more children across America. These are the reasons I’ve supported HealthMPowers for over five years and serve as a Board Member."

- Loreal LeGate, Director Global Marketing, i3MTKG
transforming environments where children play
**Financial Statement**

**Assets**

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<td>Other Assets</td>
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<td><strong>Total Assets</strong></td>
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**Liabilities**

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<td>Deferred Income</td>
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**Net Assets**

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**Support and Revenue**

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**Expenses**

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Financial information has been independently audited.
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Other Funding Support

Foundations

Ardmore Institute of Health
Atlanta Charity Clays
Georgia Foundation for Public Health
Healthcare Georgia Foundation
Robert Wood Johnson Foundation
The Kroger Co. Foundation

Corporate and Community

Allied Financial Corporation
Anthem Dollars for Doers
AmazonSmile
American Public Health Association
Arketi Group
Blue Sky Specialties
Chipotle Mexican Grill
Community Health Charities
Dole Packaged Foods
Georgia Center for Nonprofits
Georgia State University
Kat Nelson Designs
KPMG
Kroger Community Rewards
L.H. Avant
Mailchimp
Norcross High School Orchestra Boosters
Prophet
Share Our Strength
The Piedmont Bank
TRUIST

Government and Other

Bibb County School District
Fulton County Department of Health and Wellness
Georgia Department of Education
Georgia Department of Human Services
Georgia Department of Public Health
Gwinnett County Board of Commissioners
Supplemental Nutrition Assistance Program-Education

Thank you for your support!
Partners

National/Regional Partners
Action for Healthy Kids • Alliance for a Healthier Generation
BOKS • Public Health Institute • Share our Strength

State Partners
Atlanta Community Food Bank • Atlanta Falcons Youth Foundation
Boys and Girls Club of Metro Atlanta • Captain Planet Foundation
Children’s Healthcare of Atlanta • Family Connection
Georgia Association of Young Children
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 Shape
Georgia State Afterschool Network • Kroger Company Foundation
Lieutenant Governor’s Healthy Kids Georgia • Open Hand
Voices for Georgia’s Children • Wholesome Wave

University Partners
Emory University • Georgia Health Policy Center • Georgia State University
University of West Georgia
Our Mission
To empower healthy habits and transform environments where children live, learn and play