

## Community partnership promotes the health of kids and families

### THE SCIENCE IS CLEAR

The nation's leading health experts<sup>1</sup> agree that Trying For 5 fruits and vegetables every day and moving more are among the best things we can do to be in good health. In fact, these lifestyle choices<sup>2</sup> actually matter more than the kind of medical care you receive.

### A GENERATION IS AT RISK

More than one in seven students in eighth grade in our community are overweight or obese<sup>3</sup>. Experts predict that if we do not act to reverse these trends children will, for the first time in history, have more serious illnesses and not live as long as their parents<sup>4</sup>.

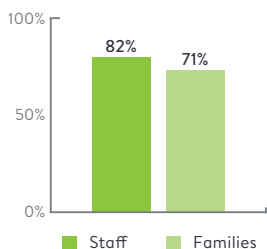
### THE SOLUTION: A SOCIAL MOVEMENT FOR EATING WELL AND MOVING MORE

In 2011 HealthPartners began a partnership with schools in Minnesota and western Wisconsin to make it easier for children and families to eat fruits and vegetables and move more.

### RESULTS 2012 – 2018: MORE FRUITS AND VEGGIES

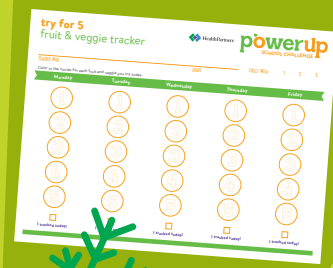
The PowerUp School Challenge has grown to include more than 60 schools in Minnesota and western Wisconsin. More than 150,000 students have participated since 2012.

School staff and families who reported that students were eating or trying to eat more fruits and vegetables as a result of School Challenge\*

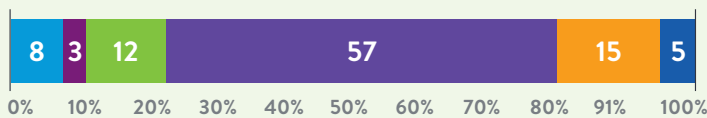


### POWERUP SCHOOL CHALLENGE

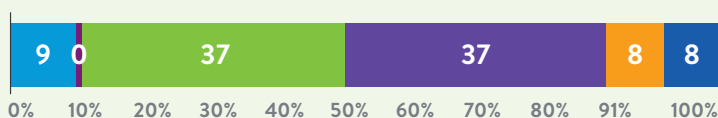
- Three weeks of tracking
- Grades K - 4
- Classroom veggie tasting kickoff
- Teacher tote bag
- Classroom poster
- Try for 5 zipper pull student prize
- PowerUp magazine for families
- Students track how many fruits and vegetables they try
- Schools can earn up to \$500 for participating



#### Minneapolis School Challenge Reach



#### St. Paul School Challenge Reach



- Hispanic/Latino
- American Indian/Alaska Native
- Asian
- Black/African American
- Native Hawaiian/Pacific Islander
- White
- Two or more races

1. Institute of Medicine, Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation, May 8, 2012  
 2. Booske, Athens, Kindig, Park, Remington, Different Perspectives for Assigning Weights to Determinants of Health, University of Wisconsin Population Health Institute, Feb. 2010  
 3. 2013 Minnesota Student Survey, Minnesota Department of Health  
 4. S. Jay Olshansky, et al, A Potential Decline in Life Expectancy in the United States in the 21st Century, The New England Journal of Medicine; March 17, 2005  
 \*Average 2015 - 2018