

PARTNERSHIP FOR A  
**HEALTHIER  
AMERICA**



6<sup>th</sup> Biennial Childhood Obesity Conference  
Healthy Food Closer to Home  
June 30, 2011

# ABOUT PHA

PHA is devoted to working with private sector to ensure the health of our nation's youth by solving the childhood obesity crisis within a generation.

- **Broker** meaningful commitments among national leaders in the private sector
- **Measure** commitments against clear and transparent targets
- **Affirm, align, and announce** efforts and outcomes resulting from negotiated commitments aimed at raising a healthier generation of Americans

PHA is a 501c3, independent organization.



# PHA LEADERSHIP

Honorary Chair: First Lady Michelle Obama

Honorary Vice-Chair: The Honorable William H. Frist, MD

Honorary Vice-Chair: The Honorable Cory Booker





**FEBRUARY 9, 2010:  
ANNOUNCEMENT OF LET'S MOVE AND PHA**

# HOW WE WORK TOGETHER



**Common Goal:**  
Solve the childhood obesity  
crisis within a generation




The White Task Force Report on  
Childhood Obesity

Partnership for a Healthier America works with the First Lady's Let's Move campaign by encouraging, tracking, and communicating commitments to healthier lifestyles from partner organizations.



# PHA AREAS OF FOCUS:

The White House Taskforce Report On Childhood Obesity

1. Early Childhood Care and Education
  2. Empowering Parents and Caregivers
  3. Healthy Foods in Schools
  4. Access to Healthy and Affordable Foods
  5. Increasing Physical Activity
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# FOUNDING PARTNERS

The partnership emerged out of a series of conversations between:



KAISER PERMANENTE®



Robert Wood Johnson Foundation



# PRIVATE PARTNERS




- Reformulating thousands of everyday packaged food items by 2015
- Making healthier choices more affordable
- Developing strong criteria for a simple front-of-package seal
- Providing solutions to address food deserts by building stores
- Increasing charitable support for nutrition programs




# BUILDING A HEALTHIER FUTURE

Bringing Together Industry and Civic Leaders To End Childhood Obesity



**BUILDING A HEALTHIER FUTURE**

The Partnership for a Healthier America in cooperation with First Lady Michelle Obama's *Let's Move!* initiative, and



The Honorable  
William H. Frist, MD  
Honorary Vice Chair



The Honorable  
Mayor Cory A. Booker  
Honorary Vice Chair

Cordially Invite You to  
Attend the Partnership's  
**BUILDING A HEALTHIER  
FUTURE SUMMIT**



**PARTNERSHIP FOR A  
HEALTHIER  
AMERICA**

**November 29th-30th • Washington, DC**  
For more information, contact [events@ahhealthieramerica.org](mailto:events@ahhealthieramerica.org)

**STAY TUNED!**



# CONTACT INFORMATION

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