



Gateway to a Healthy Community™

Backgrounder

As a leading healthcare company, Johnson & Johnson, through its affiliated companies, is directly engaged in the research and development, manufacture and sale of a broad range of products that impact human health and well-being. In addition, the company looks beyond its businesses for opportunities to make life-changing, long-term differences in human health by targeting major health-related issues. The values that guide Johnson & Johnson decision making are spelled out in its *Credo*, which challenges our company to put the needs and well-being of the people it serves first.

The Johnson & Johnson Office of Diversity & Inclusion has undertaken an enterprise-wide initiative called the Gateway to a Healthy Community™ (GHC) with the mission to help create a world free of health disparities by addressing un-met and under-served medical needs. Diabetes and obesity were selected first as they present numerous opportunities for our company to drive meaningful health change in minority communities that are disproportionately affected by health care disparities. The growing epidemic of childhood obesity was punctuated by a CDC estimate that 17.0% of children and adolescents aged 2-19 years were obese in 2007-2008; about three times the prevalence in 1980. Because childhood obesity increases children's risk of developing cardiovascular disease, hypertension, and Type 2 diabetes in later stages of their lives, Johnson & Johnson has targeted childhood obesity as an entry point to achieve significant, measurable results in health across schools, homes and communities.

Making a difference in the lives of children has always been at the core of the Johnson & Johnson business and philanthropic legacy. We recognize that the prevalence of childhood obesity in the United States, particularly in minority communities, poses an enormous threat to child health that will lead to major social, financial and educational burdens if not addressed. The key to combating childhood obesity and diabetes is to do so at the time in a child's life when behaviors are being shaped. Guided by *Our Credo* and in partnership with organizations in the communities we know we can achieve extraordinary outcomes.

Under the GHC umbrella, Johnson & Johnson has incorporated the Gateway to a Healthy Community™ - Healthier Kids program (GHC-HK), to contribute to the national effort to combat childhood obesity and diabetes in a very meaningful way. GHC-HK consists of innovative tools and applications that were developed, with the support of Johnson & Johnson, to identify and help to address the problem. The program contains a series of 12-minute audio and video kinetic learning episodes for grades K-3 that provide curriculum-based "*activity bursts*" in the classroom in an easy to use, plug and play format. Each activity was scientifically developed and proven to generate the cardio response necessary to stimulate physical fitness and brain activation for improved attention and focus. Overall, the GHC-HK program is impactful, measurable, scalable and sustainable and includes field support and peer-to-peer social network tools for teachers and educators to provide feedback, share ideas and collaborate on solutions.

Collaboration and partnership with organizations in the public and private sectors are key factors that contribute to the inspiration, imagination and innovation of GHC-HK. Two primary partners in this effort are Microsoft Corporation and the National Minority Quality Forum (NMQF).

Microsoft is the GHC-HK strategic technology partner and has provided expertise to ensure that the program is easily accessible and easy to use. This has been done through the digitization of content and deployment of that content through its Windows Azure™ cloud solution which allows schools to download program elements and curriculum for use in the classroom. Microsoft's cloud-based delivery enables automatic, real-time, accurate tracking of usage, minutes and calories burned by classroom, school and district.

The National Minority Quality Forum is a Washington, DC-based health research and education non-profit organization. Johnson & Johnson supported NMQF's development of the Childhood Obesity Index (COI), a novel, internet-based resource that maps childhood obesity prevalence by state, county, congressional and state districts at zip code level, and is segmented by gender and race/ethnicity.

The COI is a significant and effective tool that can be used by local leaders, policymakers, health and medical professionals, advocacy groups and organizations to gain greater understanding of the prevalence of childhood obesity and facilitate planning and development efforts to attack the problem in communities. The COI can also be used to encourage dialogue and collaboration as the impetus to discover meaningful and innovative new ways to address this urgent public health issue as well as to measure and track the impact of efforts to combat it. The COI is available free of charge. For more information and to access the application, please visit www.mapchildhoodobesity.com.

In the 2011-2012 school year Johnson & Johnson supported four U.S. cities (Atlanta, Houston, Newark and Philadelphia) in the implementation of the GHC-HK. The program began in classrooms in late January 2012 and thanks to the commitment and collaboration of the city and school district leadership and participating principals and teachers, the efforts through early February 2013 have yielded gratifying results. Almost 50,000 elementary school children in nearly 2,100 classrooms in Grades K-3 have engaged in age-appropriate physical activity for 712,789 hours and burned 150 million calories.

The health and wellness of all children are top concerns at Johnson & Johnson. We are proud of our efforts to help to combat childhood obesity through information and action-oriented initiatives.