



Gateway to a Healthy Community™

FAQs

What is the Johnson & Johnson Gateway to a Healthy Community™ (GHC)?

Gateway to a Healthy Community™ (GHC) is an enterprise-wide initiative that aims to create a world free of health disparities by addressing un-met and under-served medical needs. Making a difference in the lives of children has always been at the core of the Johnson & Johnson business and philanthropic legacy. Johnson & Johnson recognizes 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. Guided by *Our Credo*, and in partnership with public and private organizations in communities, we know we can achieve extraordinary outcomes.

What is Johnson & Johnson Gateway to a Healthy Community™ Healthier Kids (GHC-HK)?

Incorporated under the GHC umbrella, Healthier Kids is a unique public-private partnership that contributes 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. A focus of the program is to create partnerships to reach at-risk youth and families by leveraging schools as connection catalysts. It uses Activity Works, curriculum-based video and audio kinetic learning episodes that deliver 12-minute exercise bursts in elementary school classrooms to increase physical activity. Activity Works is a scientifically-developed, plug-and-play program that helps schools meet state mandates for physical education and also contributes to maximizing academic performance since the children continue to learn the instructional curriculum as they exercise. Overall, the GHC-HK 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. The program has been available since September 2011 in school districts in Atlanta, Houston, Newark and Philadelphia.

Is GHC Healthier Kids a Free Program?

Johnson & Johnson sponsorship of GHC-HK offers the program free of charge in the four cities.

What makes GHC - Healthier Kids Different from Similar Programs Focusing on Childhood Obesity?

There are many good programs available to help to address childhood obesity. What makes GHC-HK so powerful and effective is that it consists of innovative tools and applications that not only are focused on increasing the amount of a child's daily physical activity, but also provides novel, internet-based resources to help understand the problem of childhood obesity, its prevalence and impact – geographically and demographically (Childhood Obesity Index - COI). The physical activity component of GHC-HK is a turn-key, plug and play program that is classroom-based and tied to a school district's core curriculum. The physical, visual and auditory components of the program stimulate brain and muscle activity, enhancing the learning experience while the fun interaction between teacher and students motivates the children toward physical activity. In addition to helping meet state physical education mandates, it is measurable, scalable and includes field support and peer-to-peer social network tools for teachers and educators to provide feedback, share ideas and collaborate on solutions. The GHC also enables the creation of maps of childhood obesity prevalence by gender, race and ethnicity at the zip code level. This information can then be aggregated by city, metro area, state, county, congressional and state districts in order to facilitate collaboration locally, regionally and nationally toward additional efforts to help to address the problem. The COI is available to all free of charge. For more information and to access the application, please visit www.mapchildhoodobesity.com.

How Does GHC s Impact Homes and Communities?

In addition to Johnson & Johnson efforts to build awareness around childhood obesity through GHC Healthier Kids, the overall Gateway to a Healthy Community™ (GHC) program builds on the long history of partnership and collaboration that Johnson & Johnson has developed with medical and civic organizations year after year. Providing individuals, families, organizations and the community at large with the health information and health screenings they need to achieve wellness is part of that ongoing commitment. The GHC initiative subscribes and responds to Dr. David Satcher's and other public health experts' long-standing call for a comprehensive approach to help to address health disparities through strategic actions that include schools, homes and communities in order to create an environment of health for maximum impact and positive outcomes.

Is GHC Healthier Kids Part of First Lady Michelle Obama's "Let's Move!" Initiative?

The critical call for urgency to help address the serious health problem of childhood obesity requires the involvement and collaboration of a multitude of stakeholders -- individuals, local leaders, policymakers, advocates, health and medical professionals and organizations. One of the ways in which Johnson & Johnson is responding to the call for action to help to address un-met and under-served medical needs is through our Gateway to a Healthy Community™ initiative that encompasses the Healthier Kids program (GHC-HK). Our efforts are independent of the "Let's Move!" initiative. As stated by the Bipartisan Policy Council in its report *Lots To Lose: How America's Health and Obesity Crisis Threatens Our Economic Future*, "effective responses (to childhood obesity) will require action on the part of a wide variety of interests, including large companies that work together and bring creativity, innovation and focused commitment to the effort." There are many good programs available and Johnson & Johnson is proud to demonstrate our commitment to eliminating childhood obesity through our Gateway to a Healthy Community™ initiative.

What has GHC - Healthier Kids Accomplished Thus Far?

The GHC-HK team began its outreach at the start of the 2011-2012 school year to school districts in Atlanta, Houston, Newark and Philadelphia. The program, which began implementation in January 2012, has achieved great results through early February 2013, enabling almost 50,000 elementary school children in nearly 2,100 classrooms in grades K-3 to burn over 150 million calories by engaging in age-appropriate physical activity for 712,789 hours. User surveys and feedback indicated very high levels of classroom, physical education teacher and school principal satisfaction, engagement and support. Many classrooms are utilizing the program the recommended four times a week with teachers reporting their students' endurance has increased, and the students look forward to the physical activity each day and ask for it. Teachers also report that their students have demonstrated more focus and attention to instruction and more self-control. Teachers are sustaining or increasing usage and a large proportion of school principals report the intent to make daily activity breaks mandatory.

How were the Inaugural Cities and Schools selected?

GHC Healthier Kids cities were initially identified with the help of the Childhood Obesity Index (COI)¹ created by the National Minority Quality Forum (NMQF), a Washington, DC-based health research and education non-profit organization. Additionally, the GHC-HK team conducted extensive outreach to city and school district leadership in the cities; principals and teachers at the schools in those cities determined which classrooms would receive the program.

How Can I Get More Information About the GHC - Healthier Kids/Bring it to My District?

For more information about Gateway to a Healthy Community™ (GHC) and GHC – Healthier Kids, please email JNJGateway@its.jnj.com

What is the Significance of the Johnson & Johnson Office of Diversity & Inclusion to the Gateway to a Healthy Community (GHC) Effort?

Johnson & Johnson fosters a culture of inclusion that recognizes that everyone in every part of our organization can make a difference. Driven by the values of the Johnson & Johnson *Credo*, our aspiration is that by “caring - one person at a time – we help billions of people live longer, healthier, happier lives.” We are an innovation-inspired company that recognizes that leadership to create solutions to our nation's most pressing issues can rise from any corner of our organization.

¹ Childhood Obesity Index (COI) is a novel, internet-based resource that maps childhood obesity prevalence by state, county, congressional and state districts at the zip code level, and is segmented by gender and race/ ethnicity. The National Minority Quality Forum (NMQF) developed it with support from Johnson & Johnson.

The Office of Diversity and Inclusion (D&I) group works to embed D&I into our businesses to drive innovation and growth ensuring we better understand the needs of the increasingly diverse patients, customers, employees and communities we serve. Additionally, D&I is creating a leadership footprint example through its efforts to increase minority participation in clinical trials; enhancing the cultural competence of health professionals; provide health screenings and have a proactive and engaged physical presence at minority medical and civic conferences.

What are the Next Phases of the Program?

Johnson & Johnson is pleased and proud of the Gateway to a Healthy Community™ - Healthier Kids program and is encouraged by the results that have been achieved thus far. We look forward to bringing more value to the program and therefore our nation's children through the ongoing collaboration with our coalition partners which are comprised of minority, civic, medical, professional and public policy organizations. We also look forward to establishing new and strengthening existing relationships with schools and the community at large as we expand the program's reach.

Who are the Gateway Healthier Kids Development Partners and What are Their Contributions?

Microsoft Corporation has been the strategic technology partner for the Gateway to a Healthy Community™, providing greater accessibility, scalability and real-time feedback through the Windows Azure™ cloud solution that 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. It helped accelerate the deployment of the program and enabled faster, more complete interactions among teachers and principals as well as enabled capturing valuable insights for immediate action.

The National Minority Quality Forum is a research and educational nonprofit health care organization dedicated to ensuring that high-risk racial and ethnic populations and communities receive optimal health care. It was founded to address the critical need for strengthening national and local efforts to use evidence-based, data-driven initiatives to guide programs to eliminate the disproportionate burden of premature death and preventable illness for racial and ethnic minorities and other special populations.

The NMQF developed the Childhood Obesity Index (COI), with support from Johnson & Johnson. The COI is 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.