



**FOR IMMEDIATE RELEASE**

**CONTACT: Carol Goodrich  
(732) 524-6678**

**Mona Terrell  
(732) 752-4690**

**JOHNSON & JOHNSON GATEWAY TO A HEALTHY COMMUNITY™**

**A UNIQUE PARTNERSHIP ADDRESSING CHILDHOOD OBESITY**

*Web-based resources target prevalence, offer activity & encourage best practice sharing*

NEW BRUNSWICK, NEW JERSEY, April 22, 2013 – Positive steps are being taken by children in elementary school classrooms to combat childhood obesity and diabetes through a unique public-private collaborative program - Gateway to a Healthy Community™ - Healthier Kids (GHC-HK) developed by Johnson & Johnson which is leading a partnership with the National Minority Quality Forum (NMQF) and Microsoft Corporation. Healthier Kids (HK) recognizes that schools can be catalysts in the effort to reverse childhood obesity and seeks to offer a way for physical activity to be part of every school day.

“Schools are where children spend the majority of their time and therefore any effort to address childhood obesity and diabetes must include schools as the fundamental point of entry to prevent and decrease excess weight problems and the unhealthy outcomes associated with them,” said Anthony Carter, Vice President of Global Diversity & Inclusion and Chief Diversity Officer, Johnson & Johnson. Carter provided results on the initial phases of the program at the NMQF Health Disparities Leadership Summit in Washington, DC saying that “through Healthier Kids almost 50,000 children in nearly 2,100 classrooms in Grades K-3 in school districts in Newark, NJ; Philadelphia, PA; Houston, TX and Atlanta, GA have exercised for 712,789 hours and burned 150 million calories.”

Healthier Kids, offered under the Johnson & Johnson Gateway to a Healthy Community™ (GHC) initiative, is championed by its Office of Diversity & Inclusion.

GHC's mission is to help create a world free of health disparities by addressing un-met and under-served medical needs. 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. The growing epidemic of childhood obesity was punctuated by a Centers for Disease Control and Prevention estimate that 17.0% of children and adolescents aged 2-19 years were obese in 2007-2008; about three times the prevalence in 1980.

Collaboration is at the core of the GHC and has contributed to the inspiration, imagination and innovation of the program. GHC-HK features tools that target and map the prevalence of childhood obesity and offers a core-curriculum-based health and science effort supported by technology to help increase the amount of a child's physical activity. It also tracks and measures usage and impact; and by making project information available via Microsoft's cloud solutions, encourages communication, collaboration and best-practice sharing between teachers and educators.

The Childhood Obesity Index (COI), the novel web-based tool to target and map the prevalence of the problem across the nation down to zip code level and by gender/ethnicity, was developed by NMQF with Johnson & Johnson support. Johnson & Johnson is offering this childhood obesity resource free of charge. "We are excited to help Johnson & Johnson respond to the call to reduce childhood obesity with the Healthier Kids program and anticipate that the COI will be part of the arsenal to pinpoint where the problems are, discover innovative ways to address them and measure and track their impact," said Gary Puckrein, Ph.D, NMQF Founder and President. "We encourage local leaders, policymakers, health and medical professionals, advocacy groups and organizations who should be at the table to help address this problem to use the COI and maps to strategically create awareness and develop intervention programs in their communities," Puckrein added.

[www.mapchildhoodobesity.com](http://www.mapchildhoodobesity.com).

Johnson & Johnson utilized and leveraged the COI to determine areas of greatest need where it decided to launch Healthier Kids. The cities were selected because the COI enabled Johnson & Johnson to discern that the overall prevalence rates for childhood obesity in those cities exceeded the national average.

HK also 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. “Through Healthier Kids the teachers are helping the children create healthy habits and the children are in turn becoming healthier learners,” said June Keenan, Chairman and CEO of Kinetic Learning enterprises LLC.

Microsoft, GHC’s strategic technology partner, helps provide greater accessibility, scalability and real-time feedback through the 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.

“Public and private innovation and collaboration allows us to focus on the difficult-to-solve issues together,” said William O’Leary, executive director, policy, health & human services, Microsoft. “Our work with organizations like Johnson & Johnson and the National Minority Quality Forum on Johnson & Johnson’s Gateway to Healthy Communities program, allows us to help create healthier communities and make a real impact to improve childhood obesity.”

For more information about GHC-HK, email your inquiries to [JJGateway@its.jnj.com](mailto:JJGateway@its.jnj.com)

### About Johnson & Johnson

Caring for the world, one person at a time, inspires and unites the people of Johnson & Johnson. We embrace research and science – bringing innovative ideas, products and services to advance the health and well-being of people. Our approximately 128,000 employees at more than 275 Johnson & Johnson operating companies work with partners in health care to touch the lives of over a billion people every day, throughout the world. For more information, visit [www.jnj.com](http://www.jnj.com)

### About the National Minority Quality Forum (NMQF)

NMQF is a Washington DC-based research and education non-profit healthcare organization that provides users with unparalleled internet access to the most comprehensive pool of healthcare information at the zip code level.

### About Microsoft

Founded in 1975, Microsoft (NASDAQ “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

--###--