



# 10 YEAR REPORT TO THE COMMUNITY

 HealthPartners

**powerup**

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# A COMMITMENT TO HEALTHY KIDS, FAMILIES AND COMMUNITIES

PowerUp is a community-wide initiative that makes it easy and fun for kids and families to eat better, move more and feel good. PowerUp launched in 2013 when Lakeview Hospital and HealthPartners, in partnership with community leaders in the St. Croix Valley, identified children's health and well-being as a top priority, and pledged to take action. Commitment and momentum grew throughout the St. Croix Valley with schools, businesses, nonprofits and families joining the effort to help kids grow up healthy.

From its roots in the St. Croix Valley, PowerUp grew and expanded across multiple communities with new partners, digital and print resources, school programs and community outreach. After 10 years, PowerUp continues to reflect HealthPartners' commitment to healthy kids, families and communities, and remains more important than ever.

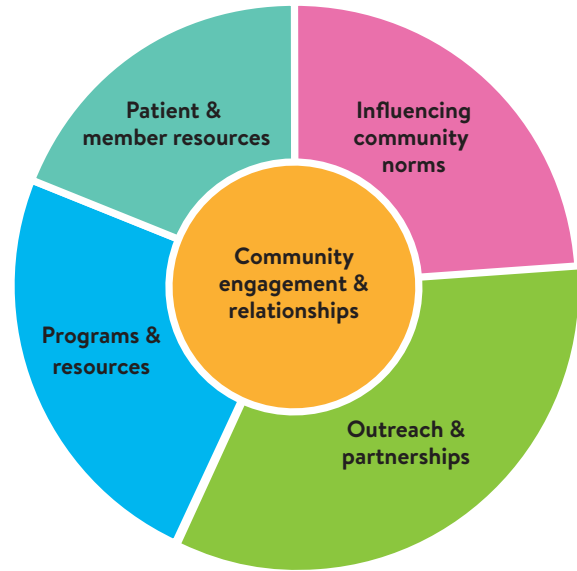
**“When our community team looked at our local health data, we found the causes of poor health had begun in childhood. We believed that to improve the health of our community, we needed to create positive change for an entire generation, with a focus on eating better and being active. From the start, it’s been important that PowerUp have a fun and positive approach that would engage kids, parents and the community as partners in this endeavor. All of us involved in that early visioning process are very proud of what has been accomplished by PowerUp over these 10 years, and the difference it is making. We need to keep at it!”**

**Sue Hedlund**  
Deputy Director of Washington County Department of  
Public Health and Environment (retired) and community member  
PowerUp Community Committee Chair



# HOW WE SUPPORT KIDS AND FAMILIES IN OUR COMMUNITY

- **Community engagement and relationships** with food shelves, parks, libraries, local health departments and coalitions, and faith communities are at the center of the PowerUp approach
- **Programs and resources** such as the PowerUp School Challenge, recipes and videos help kids and families get excited about trying new foods and ways to be active
- **Outreach and partnerships** through classes, open gyms, newsletters, website and social media
- **Influencing community norms** to improve access to healthy choices at community events, concession stands, carnivals and fundraisers
- **Patient and member resources** to promote eating better and moving more as part of health care



POWERUP IS A  
CALL TO DO  
WHAT'S BEST  
FOR KIDS!

“Our kids are counting on us. And community partners have jumped on board. Communities are powering up their events. Food shelves are increasing access to fresh and frozen fruit and vegetables. And our schools are creating safe, low-cost places for kids to be active and get excited about trying fruits and veggies.”

Marna Canterbury, MS, RDN  
Senior Director  
HealthPartners Community Health



“We know that exposing kids to new foods through seeing, touching, preparing and tasting them increases their acceptance of foods in the future.”

Stephanie Kovarik, RDN, LD  
Community Health Program Lead  
HealthPartners Community Health





# MEET CHOMP

Chomp is our PowerUp carrot superhero who energizes kids to be curious and excited about eating better, moving more and feeling good. The magic of Chomp is real, for kids and kids at heart! With lots of fun, laughter and silliness, Chomp helps amplify PowerUp messages in playful and relatable ways.



## CHOMP QUICK FACTS

- Name:** Chomp
- Occupation:** PowerUp superhero
- Job description:** Help kids PowerUp!
- Full name:** Chomp A. Liscious
- Birthdate:** May 4, 2013
- Birthplace:** St. Croix Valley Carrot Patch
- Education:** Dr. of Vegetology, PowerUp University
- Favorite color:** Orange



**“A sustained investment in PowerUp benefits not only our children and our children’s children. It benefits generations of children to come.”**

**Thomas E. Kottke, MD, MSPH**  
Medical Director for Well-being  
HealthPartners



**“PowerUp is a true success story for community health and well-being. The St. Croix Valley is so proud to be the starting place for this program that has impacted so many families and communities.”**

**Brandi Lunneborg, MBA, FACHE**  
President, Lakeview Health and St. Croix Valley Executive



# PARTNER SPOTLIGHT

## CHERYL MEYER, PRINCIPAL

As a former elementary school principal of 32 years, developing community partnerships was a priority. When PowerUp was presented to our school, I was extremely excited as it focused on the betterment of the health and safety of our children. From the onset, we were connected with HealthPartners and from that point on, I believed the program to be a dream!

There are so many wonderful examples of how PowerUp supported the learning for our students. Throughout the school year, our school sponsored family celebrations which were opportunities for families to have fun while learning at the same time. PowerUp showed up with dedication and commitment to support our family celebrations such as the school carnival, family math night, young authors evening, 4K orientation and more by offering a variety of healthy foods and fun, creative activities.

One of the highlights of the year was the School Challenge. It was a very special and powerful way to introduce fruits and vegetables to our students. Not only did it support our students, but it presented the opportunity for me and staff to provide helpful feedback which in turn, we were able to earn dollars for playground and gym equipment which was a benefit to our school and students.

It has been a privilege seeing the excitement and learning PowerUp has brought to our school and community. Now, as a grandparent, I'm also experiencing firsthand how important of a resource PowerUp is for promoting health and providing opportunities for children and families.

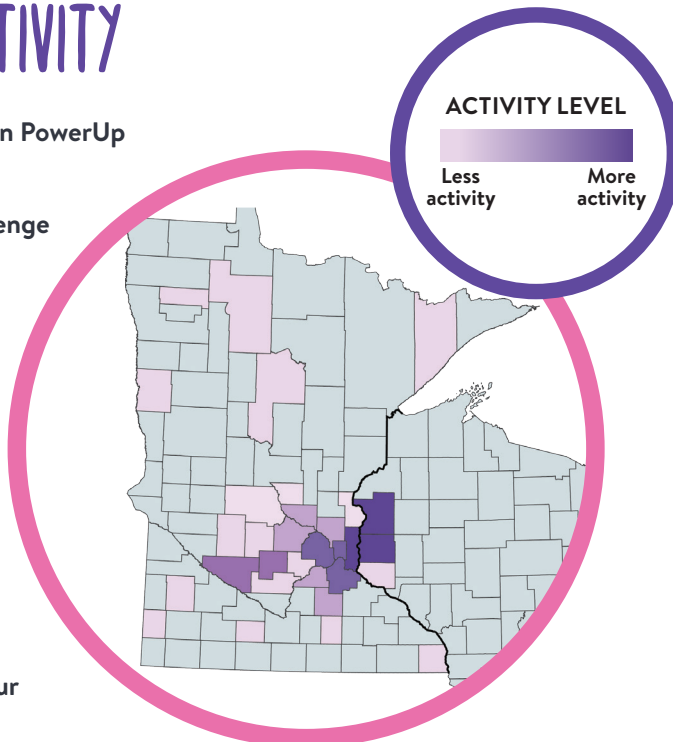


# POWERUP ACTIVITY

Communities are active in PowerUp in many ways, including:

- PowerUp School Challenge
- SuperShelf
- Community events
- Open gyms, swims and skates
- And more!

This work would not be possible without the hundreds of PowerUp partners and community advisors who prioritize our community's health.



“I see PowerUp changing the lives of kids and families every day.”

Brian Cress, MD  
Pediatrician, HealthPartners





# A DECADE OF MILESTONES

Since 2012, PowerUp has influenced community norms, increased access to fruits and vegetables, created opportunities for movement, and encouraged kids and families to relax and recharge.



## 2012

- St. Croix Valley communities identified children's health and well-being as a top priority and started to build PowerUp.
- HealthPartners launched the yumPower School Challenge, a high-energy rally to get kids to try fruits and veggies. This evolved into today's PowerUp School Challenge.

## 2013

- Launched May 4 in Stillwater, MN. Over 750 people gathered for the debut of Chomp and attempted to break the **world record for the largest Cha Cha Slide**.
- Lakeview Hospital and Valley Outreach partnered to transform a food shelf in Minnesota with fresh, healthy and appealing foods. This model expanded to become **SuperShelf**.
- Open gyms at schools provided kids and families free spaces to be active during winter months.

## 2014

- Expanded into Hudson and New Richmond, WI with community events.
- 1,500 students and school staff walked, ran or rolled in the Running of the Spartans in Somerset, WI.
- Received the MN Health Strategy and Communications Network Award of Excellence.
- Kids PowerUp in the garden and on the farm, planting and harvesting produce.
- With fun fruit and veggie-themed foods, books and games, Lake Elmo Library hosted Chomp's first birthday party.

## 2015

- Expanded into Amery, WI with school, library and trail partnerships.
- Elementary schools powered up their school carnivals without losing the fun.
- The Mayor of Stillwater signed the first PowerUp Proclamation.
- Invited to present at the National Institutes of Health conference.

## 2016

- Featured at the HealthPartners Annual Meeting.
- Stillwater students launched the Winter Warm-Up challenge. Anne Bancroft, the first woman to reach the North Pole joined the winter fun!
- Table 65 Restaurant in New Richmond created a PowerUp menu for kids.
- Inspired the community to take action for kids at the Lakeview Foundation Breakfast.
- Teens learned how to fuel their bodies with sports nutrition classes. Concessions were stocked with PowerUp options.



## 2017

- Food and beverage options got a makeover at HealthPartners' hospitals. Westfields Hospital rolled out the new PowerUp food trailer.
- Supported Stillwater Area Public Schools in strengthening its wellness policy.
- Bike safety rodeos helped kids practice safe biking skills.
- With Fruit and Veggie Rx, HealthPartners doctors wrote prescriptions with a grocery coupon for kids to pick out their own fruits and veggies.



## 2018

- **PowerUp in the Parks Rx** received the 2018 Minnesota State Government Innovation Award.
- Kids, fans and even the St. Paul Saints played in the PowerUp Play Zone.
- PowerUp Kids Cook Off featured fruit and veggie recipes.



## 2019

- Teens voices were heard in the community with the HealthPartners Teen Leadership Council.
- Chomp joined Smokey Bear to celebrate his 75th birthday at the Minnesota State Fair.
- Expanded into Hutchinson, MN.



## 2020

- Went virtual during the pandemic with digital tools including songs, dance videos, story time with Chomp and more.
- Chomp delivered food in partnership with food shelves.



## 2021

- Kids got back in the kitchen, virtually, with cooking classes.
- From farmers markets to community events, Chomp and PowerUp safely returned to the community.



## 2022

- Returned to the State Fair to get kids excited about new fruits and veggies.
- Chomp joined Westfields Hospital & Clinic to celebrate Healthcare Superheroes in the Fun Fest Parade.
- Expanded translated materials.
- Expanded into Olivia, MN.
- Celebrated 10 years of helping kids eat better, move more and feel good, with a greater focus on equitably expanding our reach and resources.



**“This is a great program! The kids really enjoyed receiving their own veggie voucher because they could pick out their own fruits and veggies to buy. The parents loved it because it helped get their kids excited about fruits and veggies!”**

**Lenny Snellman, MD**  
Pediatrician, HealthPartners

# MEASURING PROGRESS ACROSS COMMUNITIES

HealthPartners is committed to measuring the impact of PowerUp in our communities over time through the TREND survey – a partnership with HealthPartners Institute. This rigorous community survey measures attitudes and behavior of children and their caregivers related to nutrition and physical activity, over time in communities where PowerUp is most active.

Since 2014, over 4,000 community members have participated in the TREND survey.

## ACCORDING TO THE TREND SURVEY



9 out of 10 parents and caregivers continue to say the goal of PowerUp is important.



Community awareness of PowerUp has been very high from the beginning, but decreased in 2021 due to the impacts of the COVID-19 pandemic.



Caregivers find PowerUp resources about eating better very helpful. Many also told us that more resources about moving more and setting limits on screen time would be helpful.



Caregivers in target communities reported their child eats 3.9 servings of fruits and vegetables, compared to the recommended 5 or more per day. Many caregivers said they were eating less produce because it was less available, and they went grocery shopping less often in 2021.



Children's physical activity increased between 2014-2018 and then decreased in 2021. Many caregivers said their children's physical activity decreased due to the COVID-19 pandemic.



The survey results showed that communities of color and families in urban areas face greater barriers to nutrition and physical activity resources. Recognizing these barriers will guide our PowerUp priorities to ensure equitable access to resources for our entire community.



While we saw some decreases in key measures in 2021 compared to previous years, respondents told us that COVID had an impact. We also recognize that economics and the time of year we did the survey may also be contributing to these changes.

For a detailed summary of the TREND survey, visit [powerup4kids.org/progress](https://powerup4kids.org/progress)

**“Surveys of patients, members and community have helped us understand the evolving needs of kids and families. These voices have informed PowerUp’s priorities and focus over the last 10 years.”**

**Jeanette Ziegenfuss, PhD**  
Director of Survey & Evaluation Sciences  
Center for Evaluation and Survey Research  
HealthPartners Institute

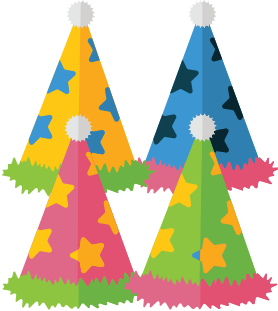




# POWERUP BY THE NUMBERS

**20**

Birthday parties for Chomp at local libraries



**211,700**

Students participated in the School Challenge

**128 schools** participated since 2012

**69 schools** participated in **3** or more years

**400,000**

People engaged with PowerUp at **2,094** events



**856**

Open gyms, swims, skates, reaching **43,000+** kids

**119,000**

Kids received a voucher through the Fruit and Veggie Rx program for free produce



**53,628**

People interacted with PowerUp on Facebook



**40**

SuperShelf sites throughout Minnesota



**1,000**

Kids learned bike safety at bike rodeos

**452,961**

PowerUp webpage views, including **50,000** visits to the recipe gallery



**17,000**

Kids reached through PowerUp classes



**241,282**

Families reached through PowerUp Press newsletters

# PARTNER SPOTLIGHT

## LIZ RILEY, VP OF PROGRAMS AND STRATEGY, VALLEY OUTREACH

Valley Outreach first partnered with PowerUp and Lakeview Hospital as we were seeking ways to increase access to healthy foods for our food shelf clients. We worked closely with the PowerUp team, sharing insights and expertise to focus our food shelf program on healthy, appealing, culturally-connected foods for those we serve. By rearranging the food shelf using “behavioral economics”, and sourcing more fresh, frozen and canned fruits and vegetables, we together discovered ways to offer our clients the healthy foods they are seeking, in a dignified way. A decade ago, we could not have imagined that our partnership would grow into a network of multiple hunger relief organizations statewide including University of Minnesota Extension, The Food Group and HealthPartners, called SuperShelf ([supershelfmn.org](http://supershelfmn.org)). Through the partnership with the University of Minnesota, SuperShelf even received a research grant from the National Institutes of Health (NIH) to expand the work and measure the impact. The work that started here with PowerUp through partnership has grown to more than 40 SuperShelves and is transforming the experience for those who are food insecure. We are grateful for the partnership that launched this work! This is making a big difference in the lives and health of people throughout the state and region.



“From the beginning, PowerUp recognized that working together with the community is the key to improving children’s health and well-being.”



**Nico Pronk, PhD**  
President, HealthPartners Institute  
Chief Science Officer





# GROWING UP WITH POWERUP

## JULIE IRVING (parent, Hudson, WI)

I love the variety of the PowerUp offerings! Anytime we can make an event work, we are there. Our first PowerUp event was a milk jug gardening class, and it changed everything for our family. I learned how involving my daughter and putting her at the center of decision-making makes eating vegetables fun. Lilly had so much fun seeing how vegetables grow that we have now planted our own garden for the last three years. It has been great during playdates to see Lilly encouraging her friends to try vegetables and vote thumbs up or thumbs down, just like PowerUp does. Lilly is a Girl Scout now. This past spring, we went back to our PowerUp roots, and we helped each Girl Scout make her own milk jug garden.



PowerUp has also introduced my daughter to yoga, and she loves it. For her 9th birthday she requested to have a yoga party, and we served yogurt parfaits as a treat. None of this would have happened without the very positive influence that PowerUp has brought into our lives. And what we have learned has continued to stay with us.

**“PowerUp is an amazing program that highlights the importance of healthy living and preventive health in the lives of young people. By building strong children, we are anchoring them with the foundational skills necessary to become healthy adults. PowerUp helps us show children that they have the power within themselves to make good choices and helps parents realize that teaching their kids about health doesn’t take a lot of extra resource.”**



**Andrea Singh, MD**  
Park Nicollet Pediatrics Department Chair  
Co-Lead of HealthPartners  
Children’s Health Council

# PARTNER SPOTLIGHT

## BRETT OLSON AND MATT BARTHELEMY, RENEWING THE COUNTRYSIDE

Renewing the Countryside’s relationship with HealthPartners PowerUp over the past 10 years has amplified creative ways to tell stories about farming, food systems and health and nutrition. PowerUp brings expertise in creating programming and resources for kids. Our partnership with programs like Farm to School, Farm to Early Care and the exhibit in the Eco Experience Building at the Minnesota State Fair are visceral experiences for so many people.



At the State Fair, different people from all corners of Minnesota come through, and it’s a unique place to be able to tell the story of local foods. When people see and experience where their food comes from, we know it sticks. On the surface, some activities like veggie race cars and sweet potato sweep can seem silly. But it’s important to connect with people in a way they don’t forget. This leads to more engagement. We wouldn’t be able to tell these stories or engage people the same way if it wasn’t for PowerUp.



# POWERUP WITH US!

- Explore hundreds of free recipes, activities and resources at [powerup4kids.org](http://powerup4kids.org)
- Sign-up for the PowerUp e-newsletter at [powerup4kids.org/poweruppress](http://powerup4kids.org/poweruppress)
- Follow us on social media

 @powerup4kids

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## SUPPORT POWERUP

Your generous gift remains more important than ever to help sustain and grow PowerUp for future generations.

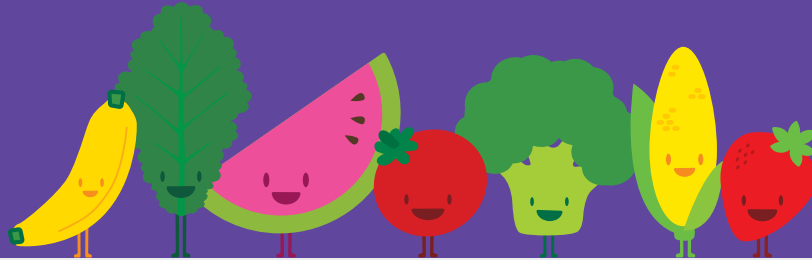
To donate, visit [powerup4kids.org/givenow](http://powerup4kids.org/givenow)

## CONTACT POWERUP

[powerup4kids.org](http://powerup4kids.org)

[info@powerup4kids.org](mailto:info@powerup4kids.org)

651-430-5200



“When research shows that kids are expected to live less healthy lives today than their parents for the first time, it should activate us to do what we can to reverse this trend. PowerUp is a child-centered and family-focused approach, emphasizing eating better and moving more through physical activity. To inspire a lifelong commitment to living healthier lives, PowerUp educates and equips children to make healthy choices with their families. At the community level, PowerUp partners with schools, community-based organizations, and informal community groups to join in this call to action. HealthPartners is honored to support this incredible program and its mission of improving the health and well-being of children within our communities.”



**Pahoua Hoffman**  
Senior Vice President  
Community and Government Relations  
HealthPartners

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