

Program: *Sustained Program for Improved Nutrition (SPOON)*

Imperative: Affordable Nutrition

Geography: Colombia (Narino), Guatemala (Baja Verapaz) , & Mexico (Nayarit)

Target Cohort: Children & families; emphasis on women

PEP Foundation Grant: \$4 million (2014-2020)

Situation/Background:

- The primary nutritional problem in Latin America is not necessarily the quantity of food consumed but rather the poor quality of the diet and lifestyle. As a result, malnutrition and obesity can co-exist and are, in fact, interrelated conditions. Studies have demonstrated that weight and height in the first two years of life play a critical role in a child's future growth and in the prevention of lifelong obesity. With the Spoon program, IDB aims to address both of these significant challenges.
- PepsiCo, its Latin American businesses and the PepsiCo Foundation, and IDB have been working together since 2008. In 2011, PepsiCo's Chairman and CEO, Indra Nooyi and IDB's Group President Luis Alberto Moreno signed a five-year MoU, renewed for additional five years in April 2016, to further enhance and contribute to the IDB's regional efforts that benefit underserved communities.
- The Inter-American Development Bank (IDB) is the main source of development financing for Latin America and the Caribbean. Established in 1959, the IDB supports economic development, social development and regional integration by lending to governments and government agencies.

Objective:

To simultaneously prevent under-nutrition and reduce the risk of obesity in babies living in the poorest communities in Latin America by implementing and evaluating the effectiveness of a comprehensive strategy that addresses availability of affordable nutrition and educates and empowers women to make healthier lifestyle choices for themselves and their young children.

Concept/Details:

Spoon will be implemented in 3 countries and is the first regional project of its kind that will simultaneously address both the challenge of under-nutrition and obesity. More specifically, program will:

- Improve infant feeding practices, including breastfeeding, and promoting the use of a nutritional supplement to children 0 to 24 months.
- Teach/encourage parents and caregivers to adopt healthy feeding habits including participatory and entertaining individual counseling sessions and mass media campaigns, responding to the aspirations and motivations of parents.
- Integrate its nutrition efforts into existing health services for pregnant women and babies.
- Scalability is enhanced as the program is being developed in conjunction with the ministries of Health and integrated into existing health services.

Timing/Impact:

- Program was launched in 2014 in Washington DC in conjunction with World Food Day.
- Projected to directly benefit 5,000 children (+ indirect beneficiaries and future catalyzed effect) by the end of the grant term.



Partner: Urban Food Initiative (UFI)

Program: *Daily Table*

Imperative: Affordable Nutrition
Geography: Dorchester, MA, USA
Target Cohort: Underserved urban communities
PEP Foundation Grant: \$2,125,000 (2015-2019)

Situation/Background:

- The U.S. currently faces a paradoxical challenge, simultaneously struggling to address both hunger and obesity. This challenge is particularly prevalent in lower-income households. A number of factors contribute to this phenomenon – including economic constraints, lack of nutritional education, and lack of access to good food in urban environments – but affordability remains one of the greatest barriers. At the same time, we are throwing out more food every year. Today, according to the most recent USDA study, the U.S. wastes ~40% of everything it grows, or ~80 billion pounds of food per year. Daily Table’s program aims to address all of these challenges with a single solution.
- Urban Food Initiative (UFI) is a start-up non-profit created by Doug Rauch, former President of Trader Joe’s, piloting a small-scale, community-based store, in Boston operating under the “Daily Table” logo, to sell dairy, fresh produce, and healthfully prepared "grab-n-go" foods at prices less expensive than traditional grocery stores and competitive with fast food restaurants.

Objectives:

- To shift the paradigm on affordable nutrition by providing healthful and nutritious, easy-to-prepare/cook food items and meals in a safe, dignified retail environment to disadvantaged communities at prices competitive with fast food.
- To teach community members new eating habits by engaging shoppers in fun and educational experiences that show them how easy (and delicious) it can be to prepare/eat more healthfully.

Concept/Details:

Daily Table will obtain near-date or slightly blemished perishables and packaged grocery goods for free (donated) or at cost/discount, and make more healthful, nutritious options available for sale to consumers in an attractive retail environment, at pricing competitive with fast food chains.

Solution provides unique points of differentiation:

- Addresses a range of systemic problems (e.g., food surplus, availability of affordable nutrition) with a single integrated solution.
- Teaches communities new, healthier habits in an effort to sustainably address nutrition issues pervasive in US cities.
- Staff with local community members to create ownership and a sense of belonging and provide job opportunities within the community.

Timing/Impact:

- First store opened in Dorchester, MA in June 2015; by end of 2016, serving approximately 380 customers per day with an average basket size of over \$15.
- A food truck was donated in 2016 to optimize operations and lower costs.

Program: *EthioPEA Chickpea Project*

Imperative: Affordable Nutrition
Geography: Ethiopia (Awasa & Ankobera)
Target Cohort: Children & their mothers
PEP Foundation Grant: \$3.5 million (2011-2017)

Situation/Background:

- With a backdrop of acute famine affecting approximately 13 million people across the Horn of Africa, in 2011, PepsiCo, WFP, and the United States Agency for International Development (USAID) committed to develop an innovative market-based solution to economic, food, and nutritional insecurity in Ethiopia.
- The World Food Programme (WFP) is the world's largest humanitarian agency fighting hunger worldwide. Created in 1951, WFP is part of the United Nations system and is voluntarily funded by governments and other donors.

Objective:

To address the need for food aid products that are more nutritious, tailored to local diets, are locally sourced and more cost effective.

Concept /Details:

The project developed a lower cost, locally sourced, locally manufactured chickpea-based ready-to-use supplementary food (RUSF) to combat moderate-acute-malnutrition (MAM), that has the potential to reset the cost of food aid in the region. In addition, the project sought to enhance an under-performing chickpea supply chain and encourage manufacturers to purchase high quality commodities from smallholder farmer organizations.

Timing/Impact:

- Acceptability and effectiveness trials were completed under the supervision of the Ethiopian Health and Nutrition Research Institute (EHNRI).
- HILINA Foods, a local manufacturer, produced 184.8 Mt of RUSF for pilot distribution for 20,000 children before the end of 2017.
- The locally sourced, locally relevant and lower cost RUSF, called Dimbuch, is available for WFP to use it to combat moderate to acute malnutrition in its feeding programs going forward.

Program: *Food for Education*

Imperative: Affordable Nutrition

Geography: Egypt (Assiut & Sohag)

Target Cohort: Children & families

PEP Foundation Grant: \$500,000 (2013-2015); \$250,000 (2016)

Situation/Background:

- A series of crises (e.g., avian flu, food price crisis, fuel price crisis, revolution) have occurred since 2006 and has caused a steady increase in poverty, food insecurity, and malnutrition in Egypt, particularly amongst the most vulnerable households.
- More than two million children, mostly from poor households in rural Egypt, have never attended school. 57% are in Upper Egypt; with girls in rural areas the least likely to attend school.
- PepsiCo has been partnering with WFP in Egypt to support school feeding activities in Egypt since 2007 when the program was initiated as part of the education-focused program 'Tomoooh'.
- The World Food Programme (WFP) is the world's largest humanitarian agency fighting hunger worldwide. Created in 1951, WFP is part of the United Nations system and is voluntarily funded by governments and other donors.

Objective:

To provide access to basic education to children in poor areas of Egypt while addressing short-term hunger and malnutrition, improving food security for vulnerable households and promoting healthy lifestyles and eating habits.

Concept/Details:

Program provides:

- Fortified date bars for the children while they are at school
- Food (rice and oil) to take home conditional upon regular attendance (80%)
- School-based health and nutrition education and de-worming activities

The take-home ration is a critical element to the program. It represents about 20% of the family's monthly expenditure on food, thus acting as a strong economic incentive for families to send and keep their children in school. This is particularly important for girls who otherwise would be kept home to perform chores.

Timing / Impact:

- Daily snack is fortified to meet 1/3 of a child's daily nutritional needs.
- 2013-2015 program had approximately 15,000 direct beneficiaries; 2016 grant benefitted 11,000 additional people.
- 2016 grant provided more than 250MT of food for communities in need in Upper Egypt.

Program: *Fuel Up to Play 60 (FUTP60) en Español*

Imperative: Healthy Lifestyles

Geography: United States (national, with school grants in Miami, FL and Los Angeles, CA)

Target Cohort: Latino youth & their families

PEP Foundation Grant: \$550,000 (2014-2016)

Situation/Background:

- GENYOUth was founded through an unprecedented public-private partnership of organizations committed to child health and wellness – including the National Football League (NFL), the National Dairy Council (NDC) which was created by America’s dairy farmers, and the U.S. Department of Agriculture (USDA). The Foundation’s mission is to inspire and educate youth to improve their nutrition and increase physical activity.
- FUTP60 is the nation’s largest in-school wellness program, helping schools provide increased opportunities to be physically active for 60 minutes a day and access to tasty, nutrient-dense foods in more than 73,000 schools across the US. FUTP60 is a school-based initiative designed to empower students to lead nutrition and physical activity changes in their schools ultimately contributing to healthy, high achieving students.
- The PepsiCo Foundation funded program, FUTP60 en Español, tailors the FUTP60 program to Latino students and their families by eliminating cultural and language barriers.

Objective:

To engage Latino community in creating healthier school environments, making healthy eating and physical activity choices through Latino-specific outreach and the use of Spanish-language resources for students, educators, parents and schools, empowering kids to choose healthy foods and to be active for at least 60 minutes every day.

Concept/Details:

FUTP60 en Español:

- Conducts formative research to inform the development and implementation of the program.
- Creates and translates priority FUTP60 program components into Spanish and makes them available digitally to students, educators and parents.
- Deepens engagement and activation among FUTP60’s schools that serve a high population of Latino students.
- Awards mini-grants to K-12 schools with high percentages of Latino students to improve the school nutrition and physical activity programs.
- Create linkages with NFL clubs and other partners that represent, serve and prioritize Latino youth and their families.

Timing/Impact:

- Initiative was launched in Dallas Cowboys Stadium on July, 2014, jointly with United Way of Metropolitan Dallas.
- Miami, FL and Los Angeles, CA selected as priority markets for school mini-grants .

Program: *Edible Teaching Garden*

Imperative: Healthy Lifestyles

Geography: Los Angeles, CA

Target Cohort: Latino youth and their families

PEP Foundation Grant: \$1,665,480 (2011-2020)

Situation/Background:

- A growing body of research shows that physical activity and healthy eating habits are positively linked with student academic achievement.
- LA Plaza de Cultura y Artes was founded to celebrate and cultivate an appreciation for the evolving unique influence of Mexican and Mexican American culture in Southern California. Opening its doors to the public in April of 2011, LA Plaza is the first civic and cultural institution dedicated to promoting Mexican and Mexican American heritage in the City of Los Angeles.
- Two PepsiCo Foundation grants totaling \$1,165,000 were used to develop a flagship health awareness program in the heart of Los Angeles to reach a diverse community of students, educators and families. A third grant of \$500,480 will take the concept of the teaching garden and make it mobile, thereby increasing the program’s reach.

Objective:

To promote healthy living and nutritional awareness for Latino youth in the heart of Los Angeles while using food to celebrate an appreciation for the enduring and evolving influence of Mexicans.

Concept/Details:

Grant funding was used to establish an Edible Teaching Garden and Culinary Arts program for Hispanic youth designed to bolster interdisciplinary, hands-on learning experiences including:

- Educational programming focused on the history and nutritional value of fruits and vegetables
- Physical fitness through gardening and walking activities
- Awareness of the origins of Mexican cuisine and how modern-day chefs are reinterpreting healthy Mexican-American nouveaux-cuisine
- Instruction on preparing healthy family meals through training programs designed for young cooks
- Outdoor and new mobile classroom projects that educate children about environmental sustainability
- Through school tours, student workshops at LA Plaza and schools, curriculum development and educator trainings, the program strengthened the quality of healthy lifestyle education available in the community.

Timing/Impact:

- The program has directly impacted more than 18,000 predominantly low-to-moderate income Latino students and indirectly impacted their more than 52,000 family members. The mobile teaching garden launching in Fall 2017 is anticipated to increase the number impacted by an additional 13,440 direct; 47,040 indirect.

Program: *Healthy Choices*

Imperative: Healthy Lifestyles

Geography: United States (numerous states listed below)

Target Cohort: Youth and their families

PEP Foundation Grant: \$1 million (2013-2016)

\$1.9 million since inception (2011-2016)

Situation/Background:

- In 2005, Save the Children (StC) embarked on an aggressive effort to combat childhood obesity in rural impoverished US, where today 52% of children were overweight compared to the national average of 30%.
- In 2011, the PepsiCo Foundation partnered with StC to pilot a health and nutrition project, Healthy Lifestyles, in 13 schools in five counties in rural Kentucky. Healthy Lifestyles focused on a nutrition education strategy and an expanded physical activity program to drive changes in school policies and practices that can lead to better health outcomes for children. The current PepsiCo Foundation grant will be used to integrate learnings from the first program into StC's national Healthy Choices program.
- Save the Children, founded in 1919, works in 120 countries around the world to give children a healthy start, the opportunity to learn and protection from harm.

Objective:

To replicate the successes of the Kentucky-based pilot program across America, increasing children in rural communities' access to healthy foods, opportunities for physical activity and knowledge of the importance of healthy eating and physical activity.

Concept/Details:

Healthy Choices program:

- Integrated lessons learned from the PepsiCo Healthy Lifestyles program into StC nation-wide Healthy Choices program.
- Enhanced after-school program by providing children with access to physical activity, fresh, healthy foods and an understanding of why physical activity and nutrition is critical to overall health and well-being.
- Expanded impact beyond the children as it engages families and the school community and reinforces positive messages about physical activity and healthy eating habits.

Timing/Impact:

- **2010 – 2013:** Partnered in southeastern Kentucky and collaborated with 13 schools across five rural school districts in isolated and under-resourced pockets of poverty to promote healthy lifestyles and good nutrition to over 5,000 children.
- **2014 – 2016:** StC took lessons learned from Kentucky and replicated them as an added layer of enrichment for Save the Children's Healthy Choices program across a broader swath of America. Through this expanded program, more than 8,000 children benefited in 133 schools in Arizona, Arkansas, California, Colorado, Kentucky, Mississippi, South Carolina, Tennessee, Washington, West Virginia and the District of Columbia.

Partner: United Way of Metropolitan Dallas (UWMD)

Program: *Healthy Zone Schools (HZS)*

Imperative: Healthy Lifestyles

Geography: United States

Target Cohort: Latino and African-American youth

PEP Foundation Grant: \$700,000 (2014-2017)

Situation/Background:

- According to the Texas Youth Fitness Study, higher levels of physical fitness in youth are associated with higher academic achievement, higher attendance rates and lower rates of negative school incidents.
- PepsiCo and PepsiCo Foundation have a long standing history of partnership with UWMD primarily through the annual employee giving campaign and volunteer activities in the Metro Dallas area as well as the partnership with Food for Good. HZS is the first significant program-specific grant through the PepsiCo Foundation.
- In 2011, UWMD and the Cooper Institute launched the Healthy Zone School Recognition Program (HZS) a two-tiered program that recognizes schools that are supporting student health and wellness and provides funding and support to schools that achieve HZS status to improve their policies and practices.

Objective:

To positively impact health and fitness of children in North Texas (ages 5-18) by extending an existing program to 32 additional schools in 2014-15, bringing the total number of schools in the program to 90 – in honor of UWMD’s 90th anniversary. Program will evaluate the impact of combining HZS with Fuel Up to Play 60.

Concept/Details:

By motivating schools with recognition and providing support, resources, and knowledge of best practices, HZS seeks to promote a coordinated school health approach, changing policy and practices at the school level and ultimately at the district level, potentially impacting children for years to come. Funding from the PepsiCo Foundation is used to:

- Increase the number of schools served by HZS
- Pilot a model of collaboration with Fuel Up to Play 60 that can be replicated across the country
- Develop and implement Alumni Process to ensure continued engagement of schools and school districts

Timing/Impact:

- Initiative was launched in Dallas Cowboys Stadium in July 2014, jointly with GENYOUth
- Program anticipated to reach 50,000 students overall